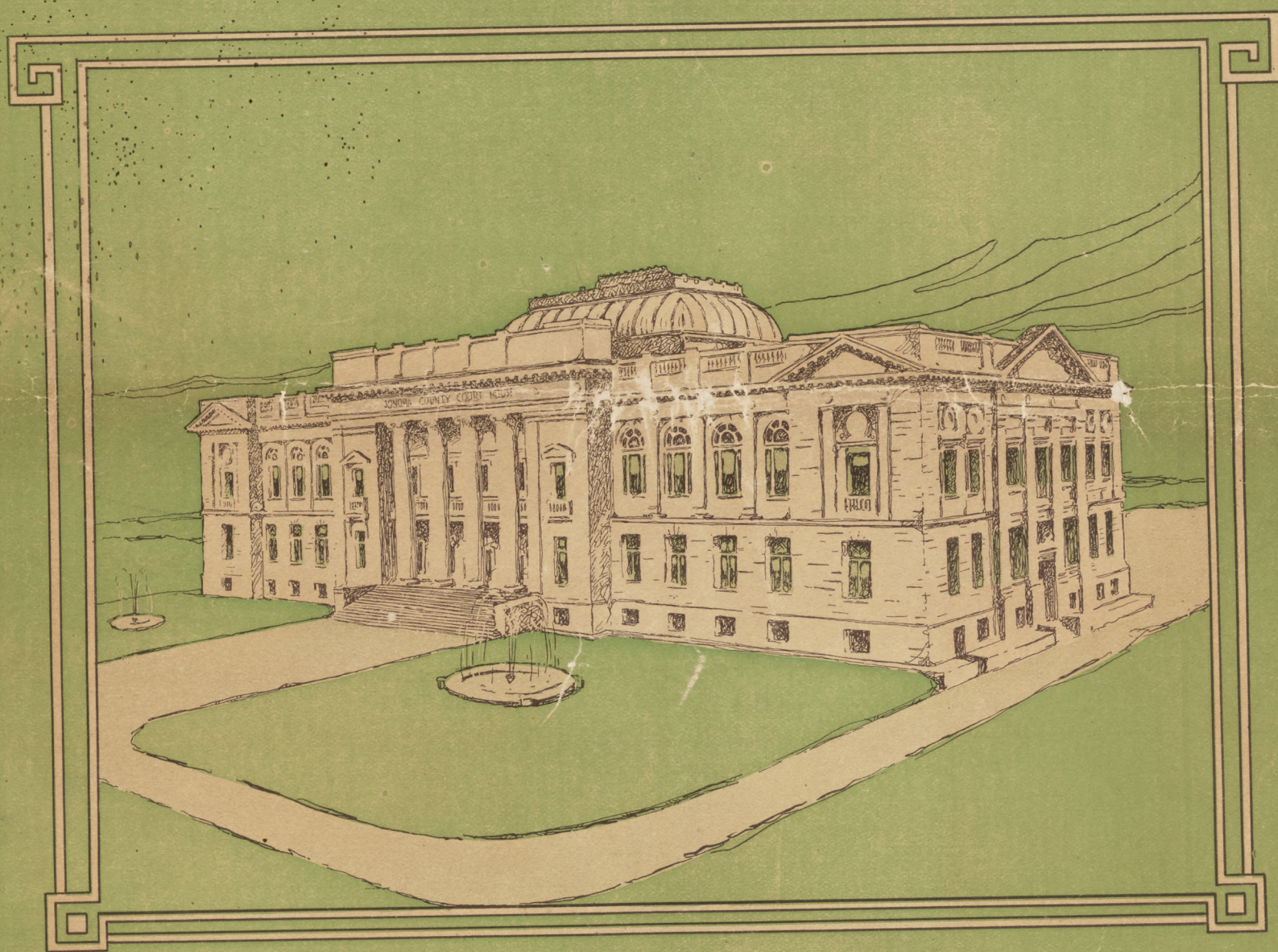


# THE SONOMA COUNTY DEVELOPMENT EDITION



## THE SANTA ROSA REPUBLICAN

SUPPLEMENT, FEBRUARY 22, 1911



## DIRECTORY OF COUNTY, CITY AND SCHOOL OFFICIALS

### County Officials

Emmet Seawell, Superior Judge, Department One.  
 Thos. C. Denny, Superior Judge, Department Two.  
 W. W. Felt, Jr., County Clerk.  
 J. K. Smith, Sheriff.  
 F. M. Collins, Tax Collector.  
 Clarence F. Lea, District Attorney.  
 C. A. Pool, Auditor.  
 F. E. Dowd, Assessor.  
 Glenn E. Murdock, Treasurer.  
 F. G. Nagle, Recorder.  
 Florence M. Barnes, Supt. of Schools.  
 George H. Winkler, Surveyor.  
 John P. Plover, Probation Officer.

### County Board of Education

Florence M. Barnes, Secretary.  
 O. F. Staton, Martin Singer, W. W. Wirt, W. N. Cunninghame.

### City Board of Education

Mark L. McDonald, Jr., President.  
 W. H. Lumsden, Secretary.  
 Dr. J. W. Clark, Ney L. Donovan, Dr. D. H. Leppo.

### City Officials

James R. Edwards, Mayor.  
 C. D. Clawson, Clerk.

### City Council

F. I. Blanchard, Eugene G. Bronson, Charles F. Forgett, R. J. Johnston, L. A. Pressley, Fred C. C. Steiner.

### Other Officials of City

A. B. Ware, City Attorney.  
 Lester Brittain, City Assessor.  
 N. V. V. Smyth, City Engineer.  
 W. P. Bagley, City Recorder.  
 Frank Muther, Sr., Chief Fire Dept.  
 John M. Boyes, Chief of Police.  
 D. W. Cozad, Street Commissioner.  
 Jackson Temple, Health Officer.  
 Frank E. Cherry, Building Inspector.  
 N. B. Pfister, Manager Sewer Farm.

### City School Officials

T. F. Brownscombe, City Supt.  
 Chas. L. Searcy, Principal High School.  
 H. A. Weinland, Principal Fremont School.  
 Minnie Coulter, Principal Lincoln School.  
 Jessie R. Smith, Principal Burbank School.



Santa Rosa's Leading Hotel







Edward H. Brown

# SONOMA COUNTY

## IS THE PRIDE OF CALIFORNIA

### THE QUEEN OF PACIFIC COAST

Story of Her Discovery by the Mexicans, the Invasion of the Americans, and the Reign of the Present Generation :: Her Past Is Creditable, and Her Future Will Be Brilliant :: She Calls You to Enjoy With Us, the Gifts Nature Has Lavished in Her Sun-Kissed Valleys and Her Rolling Hills.

Secretary of Santa Rosa Chamber of Commerce Graphically, but with Fidelity, Portrays the Opportunities and Advantages Offered the Home-Seeker and Investor in the Oldest Settled Section of the West.

The widespread and almost insatiable desire which prevails throughout the older States, east of the Missouri River, and also in Europe, for concise, precise, and reliable information concerning California, has been met to some extent by the publication of description of several of the counties of the Golden State. So far, however, comparatively little has been done in this direction in the interest of Sonoma—the acknowledged Banner County of California. A score of other counties, south, middle and north, have scattered broadcast their glowing invitations to come, see and settle in their several districts. Old Sonoma, though coming last, offers the most inviting claims for consideration, for those who are seeking homes on the hospitable shores of the Pacific. Of Sonoma we can truly say, “if you come and if you will examine its magnificent and multifarious products, if you will travel with observing eyes and open ears through its main and minor valleys, if you will dig into the deep, rich, black soil of its plains, and also into the rich, brown, alluvial lying on the easy slopes of its hillsides, if you will study its temperature, its rainfalls and its vital statistics, if you will visit its public and private schools and collegiate institutions, if you are an admirer of the beauties of Nature, if you want your money’s worth of fertile land, where you can build a home worthy of the name, and where the mere function of living is a constant enjoyment, if you will come to Sonoma and do what we invite you to do, you will surely cast your lot with the people of this favored county. Sonoma, as will be seen by perusing this work and scanning the varied pictures true to Nature and painted by the most faithful of all artists, the sun, which it contains, is too large to be seen in all its fullness in a day or a week or by traveling from point to point in a railroad car. Of all the counties in California none offer today so great inducements to capitalists, large or small, to active brains and willing hands as the county to which it is our purpose to invite you. In every interest and every industry now existing in Sonoma, labor as well as capital is better rewarded than in any county of this, the most prosperous state in the

Union. For beautifully located, pleasant, happy, peaceful homes, Sonoma cannot be excelled; how can it be otherwise where Nature has been so lavish in her gifts, has adorned herself in her most picturesque forms, and painted her landscapes in her most splendid colors, where the forests are magnificent and the soil so rich and varied that the harvest, whether it be that of the forester, the farmer, the vineyardist, the orchardist, the dairyman or the stockraiser is so liberal, that with ordinary diligence and prudence, all men grow rich? How can it be otherwise? There are neither blizzards nor cyclones, sunstrokes nor disastrous thunder storms nor cloud bursts, where epidemics are unknown and zymotic and pulmonary diseases are shorn of their terrors. How can it be otherwise when the heats of summer are never enfeebling, when the nights after the warmest days are refreshingly cool, where frosts in forty years have only once wilted flowering shrubs that even in the Middle States and Southern Atlantic States are only half hardy, where since American occupation there have been on the average, except on the slopes and valleys facing the coast, two hundred and fifty clear, bright days and three hundred fair days out of the three hundred and sixty-five days in the revolving year.

Santa Rosa Township is in the heart of the County of Sonoma. It extends from the summit of the high range separating Napa from Sonoma County, across the great central valley of Santa Rosa to the laguna, which is its western boundary. On the north it is bounded by Knight’s Valley and Russian River Township, on the south by Petaluma, Vallejo and Sonoma Townships.

It has a larger proportion of level than of hill land, and a number of beautiful subsidiary valleys tributary to the main valley.

The honor of giving the beautiful name of Santa Rosa to this section is due to Father Juan Amoroso, the founder of the Mission of San Rafael. This zealous priest on the 30th day of August, 1829, was in this region on a proselyting expedition, in company with one Jose Cantua. He was driven off by the hostile while in the act of conferring upon a young Indian wo-

man the rite of baptism. The priest and his companion took hurriedly to their horses, and fled with all possible speed down the valley, escaping their pursuers. It being the day on which the Church celebrated the feast of Santa Rosa de Lima, Father Amoroso named the stream from that circumstance. The valley then came to be called after the stream—the valley of Santa Rosa—fortunately one of the most beautiful names, as its original was one of the most beautiful characters in the calendar of the American Saints. It is related of Father Amoroso who must have had some poetry as well as piety in his nature, that he named the horse which bore him so swiftly over the plain, “Centella,” meaning Lightning in the English vernacular. All honor to the gallant friar and his companion Jose, to whose courageous spirit we owe the legacy which this expedition left us—the name of Santa Rosa!

The first settlement was made, and the first furrow was turned in Santa Rosa Township by a plucky Irishman, whose name was John T. Read. He was born in Dublin in 1805. He had an uncle who was a seafaring man. Young Read left Ireland at the age of fifteen years, bound upon a voyage to Mexico. He sailed from Acapulco for California and reached this State in 1862, just after he had attained his majority.

He settled in Sausalito, and applied for a grant there, but failed to get it on the ground that the land was wanted for the use of the Government. He was not discouraged, nor was he timid. He came into what is now Sonoma County, and made the first settlement outside the Mission at Sonoma. Moreover, he was the first English-speaking settler in the county, and was the first Irishman who settled anywhere in the State. He made application in 1827 for a grant of his settlement, but before he could perfect it the Indians drove him off burning his crop of wheat and all his improvements. His record as a warrior and as a pioneer is interesting, but on account of lack of space, I will tell something about our products.

Santa Rosa Township contains an area equal to fifteen square miles, about 130,000 acres of land, one-half

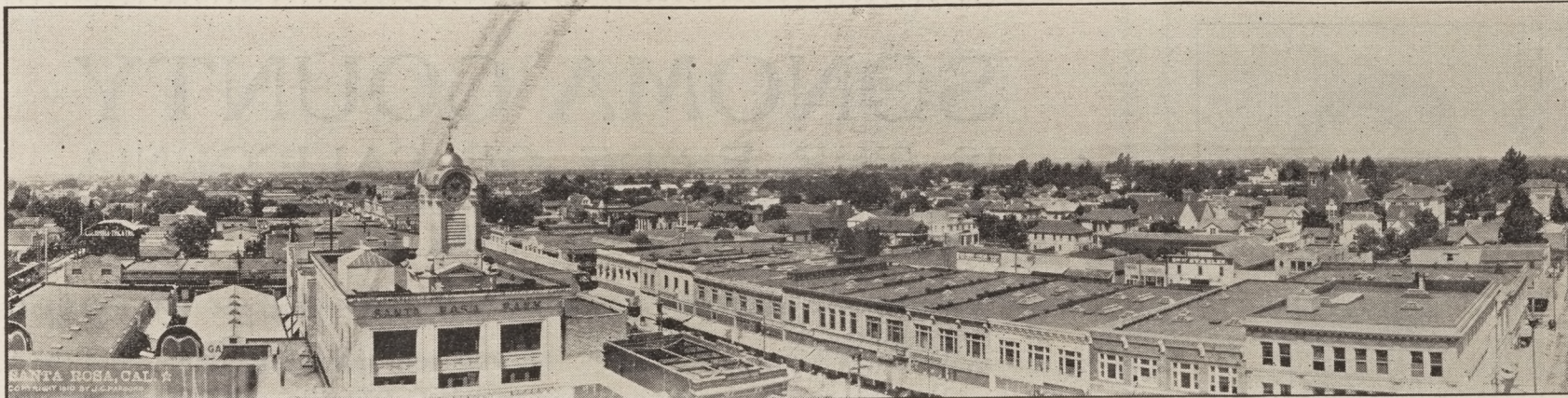
of which is rich alluvial soil, occupying the center of the great central valley of Sonoma County. The bottom lands are of unsurpassed fertility, suited to the growth of wheat, corn, oats, rye, barley, hops and especially for stone and seed fruit culture. The remaining lands in the township may be classed as hill, foothill and tributary valley land—the latter meaning a number of valleys, of greater or less extent, tributary to the central valley. In each of the smaller valleys there is alluvial soil along the water courses and volcanic soil in the foothills. They are largely devoted to grape culture. In these valleys and upon the surrounding hill lands, the best of the celebrated vineyards of Sonoma County are located. Nowhere is the planting of the vine so rapidly increasing as in this class of lands.

#### APPLES

It is hardly necessary for me to write on the subject of apples, from the fact that in this book you will find a masterpiece, written by an experienced and successful apple grower. However, I feel that to make my article complete, I must give some information on the apple. About ninety-five per cent of the inquiries I have ask as to the cost of land, improved and unimproved, for apples and general farming; I find this one of the most difficult questions to answer. I could say that you could purchase improved apple land from \$100 an acre up, the statement would seem very indefinite and would in many cases mislead the prospective purchaser; at the same time the statement is true in every respect, but the \$100 apple land is not very close to the railroads, nor is it the very best land for apples. To get suitable land for apples, with the necessary railroad facilities, quality of land required, slope, depth of soil, etc., you will pay from \$250 to \$400 an acre, while a five-year orchard often sells for \$400 or \$500 an acre. Our successful apple growers do not take into consideration so much the first cost as they do to the revenue from the investment, and it seems to me their view is the only safe view to take in the matter.

The Gravenstein apple is our leader; the Gold Ridge District, in the vicinity





Bird's Eye View of Santa Rosa North of Fourth Street

of Sebastopol, Graton and Forestville, produce the bulk of the Gravensteins. This apple matures about July 15th to 20th, keeps well and is very much in demand. Other districts in Sonoma County claim they can mature Gravensteins as early as Gold Ridge District.

Sonoma County raises the Baldwin, Bellflower, Newton Pippin, Hoover, Wagner, Greening, Home Beauty and many other late varieties. To sum up the apple situation in a condensed form:—"For a sure revenue there is no better investment than buying apple land and developing orchards."

#### CHICKENS

There are two questions that are invariably in an inquiring letter. First, the price of land; second, "Do chickens do well in your district?" The first has been answered briefly in the apple article, and the second is answered by the word "Yes," but that would not satisfy the prospective chicken raiser. The fact of the matter is that there is no business that a person can take up on a small capital, and make as much as he can in the poultry business. In Sonoma County there is something agreeably peculiar about the climatic conditions that apparently favors the poultry business. In addition to climatic conditions, we have all through our county a cash market for poultry and eggs, good railroad facilities for shipping to the large markets if desired, plenty of good land at very reasonable prices, and in most cases terms to suit the purchaser. In many letters I am asked, "What would you advise a man to raise who only has a few hundred dollars, say \$1,500.00, and a family to support?" I have always answered that in case you are willing to apply your best efforts to your business and desirous of making money, go into the chicken business. I have been thoroughly convinced that more money can be made in the poultry business than can be made in any other business with the same investment. You can work the chicken business on most any sized place, from a thirty-foot lot to 1,000 acres. I would suggest to the beginner that he start on a small scale, that is, buy for himself from 1,000 to 2,000 chickens and by the time they are half matured, buy another lot of chicks. You will find that experience is a great teacher in the chicken business. While experience is not necessary, it is essential to look after the wants of your chickens. We ask the question, "Are there many failures in the chicken business?" Yes, there are people in the chicken business, just as there are in other lines of

business, that are always a failure. Their failures are easily accounted for—they neglect their business, possibly apply old methods, will not permit themselves to be advised, hence the failure. But if we look for a business that no man failed in, I am sure we would be in idleness, or would be that over-worked employe for ever and ever.

Therefore if you have only a small capital and want to make it give you good returns, go into the chicken business.

#### HOPS

Hops are one of our revenue makers. In addition to the maturing of a superior hop, the growing of hops, gives thousands of men, women and children employment during their vacation in the summer. You will find in this magazine an article written on hops that is very instructive.



B Street Macadamized

#### GRAPES

Sonoma County raises a high grade of wine and table grapes. Some of the largest wineries in the United States are within our county.

#### PRUNES AND PLUMS

The prunes and plums from Sonoma County bring the highest prices. Our growers of these products have never experienced a crop failure or a poor market for their products.

#### WALNUTS

The largest Franquette Walnut grove in the northern part of California is within one mile and a half of Santa Rosa. Our natural moisture makes it possible to raise walnuts as well as all other products without irrigation.

In general farming, everything is raised in this county that is raised from the Atlantic to the Pacific, Blackberries, Loganberries, Mammoth Blackberries, Raspberries, Currants,

Strawberries, Cherries, Peaches, Pears, Apricots, Quinces, Oranges, Lemons and Grape Fruit. We have many successful dairies and truck gardens in Sonoma County.

We have no thunder or hail storms, no sun strokes, no freezing weather, no floods, and all of these undesirable elements being absent, we have in addition the satisfaction of raising all crops without irrigation.

#### MANUFACTURING AND OTHER IMPROVEMENTS

As a city of 12,000, Santa Rosa offers more to the prospective manufacturing plant than any other city of its size in the State of California. We have a standing offer of a free building site to any manufacturing plant that desires to locate here. We are favorably located to bring in plenty of help for shops, factories, etc. The City of San-

ta Rosa is a beautiful city, with many attractions surrounding her borders and as a desirable place for a home she has no superior.

will be a godsend, and to its promoters and to the City of Santa Rosa and Lake County, it is their foundation for dividends and a larger city and county. In addition to these the Northwestern Pacific Railroad Company will, before the 1915 P. P. E. have a through line from San Francisco to Portland that will put Santa Rosa on a main line. While we do not suffer any inconvenience as it is, this improvement will be one more of the many improvements now in progress.

#### SANTA ROSA WATER WORKS McDonald System

In her public service concerns which are operating under franchises granted by the city, Santa Rosa is particularly fortunate and there is no city in the entire state that is afforded better facilities than is the county seat of Sonoma County. The Santa Rosa Water Works—the McDonald System—is the original system of this city, and it today is supplying the greater number of the business houses and industrial plants as well as its full share of residences of Santa Rosa. This company was incorporated in 1873, and at that time took over a small plant. Under the McDonald System, the only gravity system in the city, the entire town is piped and many of the outlying districts as well. The source of supply are the mountain streams and the reservoir covering thirty-six acres, with a forty-foot depth of water, having a capacity of 200,000,000 gallons, is located two miles from the city. The present plant little resembles the limited and primitive one that this company took over at its incorporation and the service rendered has been bettered year by year. The water which was analyzed by the State Chemist was pronounced to be exceptionally pure and soft. Since taking over the system the Santa Rosa Water Works Company has laid more than twenty miles of pipe, and as the city grew and the outskirts became populated the mains were extended as rapidly as there was demand.

Mark L. McDonald, Jr., is the president of this company, while Selah Chamberlain is vice president and treasurer, and Arthur S. Luce is the secretary. All of these gentlemen are among the leading business men of Sonoma County and are held in the very highest esteem.

While the Santa Rosa Water Works is in a position to give connections to any residence in Santa Rosa, the business houses and buildings in the business section of the city are the chief patrons. The service has been found to be superior in every way and gives entire satisfaction to the patrons.

The Santa Rosa Water Works has hydrants located over the entire city and in event of fire it is possible to obtain a high pressure and a full stream from this system. While the company is under no contract to furnish water in event of fires, the service is always at the disposal of the city. The insurance companies have placed the rates in Santa Rosa lower than is customary because of the splendid

At present we have three tanneries, shoe factory, flour mill, shirt and over-all factory, paste factory, foundry, glove factory, brewery, winery, creamery, incubator factory. All of these plants are in a flourishing condition and have never had labor troubles.

The future prospects for Santa Rosa are unusually good, several manufacturing plants are now looking toward Santa Rosa for their future home, and at this time the Santa Rosa and Clear Lake Railroad, which will run from Santa Rosa to Lake County, a county which up to building this road was without a railroad, is a sure prospect. There are about 50,000 people going into Lake County every summer; at present they travel by stage, which is very expensive and fatiguing. To these pleasure seekers this railroad





Bird's Eye View of Santa Rosa North of Fourth Street

service and plant of the Santa Rosa Water Works.

It has always been the policy of this company to be a public service concern in the fullest sense of the term and the service it has given the people of Santa Rosa has been superior. The members of this company are all substantial and prominent citizens and have been active in aiding in the development of the city and county.

#### SONOMA VALLEY MUSIC COMPANY

Appreciating the fact that Santa Rosa and Sonoma County offered a splendid field for a local corporation that would deal exclusively in musical goods, Mr. C. Pomeroy, in 1909, came to this city and organized the Sonoma Valley Music Company, the only incorporated music house in the county. Mr. Pomeroy had formerly been engaged in the business in Sacramento and San Francisco and had made a marked success in both cities. The Sonoma Valley Music Company carries an immense stock of goods, aggregating on an average of eight thousand dollars, and ships all its goods direct from the manufacturers by way of the Isthmus of Panama. A specialty is made of Edison and Victor Talking Machines, this company having the exclusive agency in Santa Rosa for these goods. At all times a full and complete line of Victor and Edison records are carried. In addition this concern handles the French & Son, Jesse French, Henry F. Miller, the Lauter, the Schoninger and the Adam Schaaf pianos recognized as being among the best instruments produced in this country today. A full and complete stock of musical instruments and supplies is always kept on hand. This company is agent for the Free and New Home Sewing Machines. An automobile and wagon are used for delivery purposes to any section of the county, and this company furnishes the amusement houses of the city and the schools of the city and county with music. Mr. Pomeroy in giving this city the Sonoma Valley Music Company has afforded the people a place to trade that had never been afforded them prior to its organization, as only agents of San Francisco houses had dealt in musical goods up to that time. He is a good booster for the city and county and is generally regarded as a progressive citizen.

#### AYERS & PAUL

For the past four years the well known realty operators, Ayers & Paul, have conducted a real estate business in Santa Rosa along lines that reflect much credit on their foresight, skill and ability. Prior to entering the real estate business here Mr. Paul was one of the prominent ranchers of this section of the State and Mr. Ayers was one of the most successful and prominent educators of the county. This firm conducts a general real estate business, putting on the market their own property, as well as listing country and city property of all kinds. They have some of the best bargains that are to be found in this county and on account of their long residence here and being conversant with real estate values and conditions in So-

## NEEDS OF YOUNGER GENERATION NOT FORGOTTEN IN SONOMA

Splendid Schools, Presided Over by Trained, Competent Instructors, Offer  
Unexcelled Educational Advantages to the  
Children of This County

By Florence M. Barnes

The people of Sonoma County can justly be proud of their schools, for they rank among the best in the State of California. Ample provision has been made for public school education and the children in the small rural schools are assured of almost as good a primary and grammar school training, as those of the most populous districts. School houses are scattered through hills and valleys the entire length and breadth of the County and no corner is too remote, but that it has its own little District School.

The higher pupils' school education has not been forgotten and High Schools have been established at Cloverdale, Healdsburg, Santa Rosa, Sebastopol, Petaluma, and Sonoma. These all rank high as educational institutions and according to the grade of work done are placed on the accredited list of the State University.

That the people of the County may be more fully informed as to the number of school districts, the number of census children, the number of children attending school and the cost of maintaining the schools annually, I give the following figures as shown in the last annual report of the Superintendent of Schools.

Number of districts, 49.

#### ELEMENTARY SCHOOLS

Number of census children 1910-11, 10,659.

Average daily attendance 1909-10, 5,980.

Number of teachers employed, 252.

The sources of revenue for these expenditures are as follows:

Amount received from State taxes .....	\$117,342.10
Amount received from County taxes .....	93,656.40
Amount received from District taxes .....	5,119.45
The valuation of Elementary School property in Sonoma County is as follows:	
Value of lots, buildings furniture, etc. ....	497,395.00
Value of school libraries..	32,285.00
Value of apparatus.....	15,060.00

Total value of school property .....\$544,740.00

#### HIGH SCHOOLS

Number of schools, 6.

Average daily attendance 1909-10, 706.

Number of teachers employed, 35.

Amount paid for teachers' salaries 1909-10 .....	\$42,663.00
Amount paid for current expenses, supplies, etc. ....	16,188.74
Amount paid for buildings..	20,533.37
Amount paid for books 1909-10 .....	1,259.22

Total expenses for the year 1909-10 .....\$80,644.33

Sources of revenue for the support of High schools are as follows:

State taxes .....	\$ 9,103.09
Special taxes .....	50,758.69

Value of High School Property in Sonoma County:

Lots, buildings and furniture .....	\$ 98,450.00
Laboratories .....	6,025.00
Libraries .....	4,510.00

Total value .....\$108,985.00

nomia county, they are in a position to give not only authentic, but essentially valuable information. They also conduct a fire insurance business, representing some of the best old line fire insurance companies, both in the United States and London. In addition they are dried fruit brokers and each season handle large quantities of dried fruits. Mr. Paul is a native of

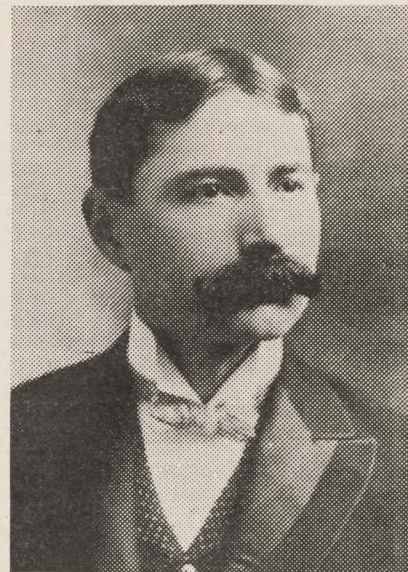
Indiana, coming to California thirty-four years ago, while Mr. Ayers is a native son. We can commend this real estate firm as business men of exceptional ability and merit. Any information which they give can be depended upon. This firm has been instrumental in bringing many new settlers to Santa Rosa and Sonoma county.

#### HATTIE McKINNEY & TITUS

One of the best stocked furniture establishments in Santa Rosa is that operated by the above named firm. For a complete line of furniture, stoves, ranges, crockery, cooking utensils, rugs, carpets and general house furnishings, the line shown at this store cannot be surpassed in the city. In addition to carrying new goods, they make a specialty of second hand furniture of all kinds. A fair price is always allowed on these goods, whether the vender wishes them to go on the purchase price of new goods or to sell them outright. By reason of the enterprise of this firm the people of this city are furnished the right kind of goods at the right prices, with the guarantee of six years' satisfying experience among local buyers that the goods sold will fully merit the prices asked. This concern is agent for the White Sewing Machines. In addition to their furniture business, Hattie, McKinney & Titus conduct a steam carpet beating works and have an extensive patronage in this line. The store covers a floor space of 7000 square feet while a large warehouse is maintained. All the members of the firm are enterprising, successful business men and are among our most prominent citizens.

#### GEORGE C. SCHELLING

Santa Rosa's leading automobile and bicycle house is conducted by Mr. Geo. C. Schelling at 405-407 Fourth street. For eighteen years he has been known to the people as a progressive and substantial business man. He is the pioneer dealer here in both lines mentioned and carries the agency for the famous Rambler, Maxwell and Studebaker (E. M. F. "30" and Flanders



"20") automobiles; also Pierce and Columbia bicycles, keeps a complete stock of auto and bicycle supplies, sporting goods, etc. He has cars on hand for livery purposes and a repair shop worthy of particular mention here, where expert and skilled mechanics are employed and where the work done is the best that can be done under any circumstances.



## FRANK A. SULLIVAN

One of the most prominent builders and contractors in the northern section of the State is Mr. Frank A. Sullivan, who maintains an office at 210 Chestnut street in this city and at 851 Fulton street in San Francisco. He has been fortunate in obtaining some of the biggest contracts let in this section, as the following list will show: Bank of Ukiah, the interior finish of



FRANK A. SULLIVAN

the First National Bank of Sebastopol, the Farmers' and Mechanics' Bank, the Carnegie Library and Catholic church, all in Healdsburg, the Forsyth building, the Santa Rosa Furniture Company building, the Chris. Donovan building, the Shea building, the Jacobs building, the Frazee building, the Clarence Lea, the Frock Down, the Charles Pool, the Mark McConnell, the Al Shea residences in Santa Rosa. He constructed two \$5000 buildings in Petaluma the Judge Barham and J. D. Ellis residences in that city and one building in San Rafael and three in San Francisco. He makes a specialty of churches and public buildings. Mr. Sullivan has been in business in this city eight years and is a prominent citizen of Sonoma county.

## CAMPBELL &amp; COFFEY

The artist who produces artistic work in granite and marble has always held a high position in the artistic world, and the exceptionally high grade work that has been done during the past several years by Campbell & Coffey, has caused that firm to gain a reputation, not only locally, but throughout the state as well. The shop and yard of this firm are located on Fifth street, between A and B (near postoffice) and having inaugurated a lower base of prices for the very splendid class of work they have been erecting, has been the main reason for the phenomenal growth made in the last six years they have been in business. Campbell & Coffey make a specialty of cemetery work, copings, monuments and vaults. They deal in domestic and foreign granite and marble and are in a position to do any kind of work—elaborate or simple, costly or inexpensive, and they guarantee everything they make, and solicit patronage outside the city and county, furnishing designs and estimates on application. Some of the very finest stone work that is to be seen in Santa Rosa was wrought by these gentlemen and they are to be congratulated on it. They have done work for the best people in and around Santa Rosa and their motto has been and is "a square deal to all." Both the members of this firm are substantial and successful business men.

## The Real Estate Business at Sebastopol

### PAST, PRESENT AND FUTURE

(By Geo. D. Sanborn)

The past in the real estate business at Sebastopol first takes me back to my boyhood days when "Dad" Sanborn, who first came to Sebastopol in 1860, was teaching in the various country schools through the central portion of the county, from Santa Rosa to Bodega Bay.

These early recollections bring me back nearly forty years and recall vivid remembrances of Sebastopol and the surrounding country as it was in those days. The days when Sebastopol consisted of one blacksmith shop, the old Wilson Hotel, which was the scene of many early day revelries, a small grocery store, over which "Uncle" Tom Wilton soon after presided, the butcher shop owned by Joe Morris, and of course the postoffice over which "Uncle" John Dougherty presided and used to call off the name on each piece of mail as taken from the pouch, and if the owner were present it would be thrown over the eight foot wall of the

any of the land was concerned, or trying to raise anything on it, they believing that it was worth little, if anything. They did not realize the great productiveness and possibilities of these higher lands when cleared of timber, and chose their homes along the lower lands of Green Valley.

About 1880 a few pioneer fruit growers, who had recognized these lands as being suitable for all kinds of fruit production, and who had already begun to demonstrate in a practical way that the section was finely adapted to fruit culture, contributed toward opening a local market for fruits. Other sections were beginning to produce fruit in marketable quantities, and it was about this time that the then little Santa Rosa cannery was built, which provided the first local market for home grown fruits. At this time the land was held in comparatively large tracts and could be bought at from \$15 to \$30 per acre for the reason that



Gravenstein Orchard, Robinson Ranch

cracker box office and picked up outside instead of waiting at the window for it. "Uncle" Jim McChristian who was a member of the memorable Bear Flag party at Sonoma was here in those days, and is here still, hale and hearty. I am getting off my subject, but there certainly was no real estate business at Sebastopol in those days.

All of the fertile rolling sandy loam country between the Laguna and Green Valley, which is now the most highly improved portion of the Sebastopol fruit belt, was then covered with a heavy growth of native timber, and the writer has hunted quail, which were abundant then, over practically every acre that is now highly improved and producing abundantly in fruits and berries.

These rolling hills which were covered with brush, had been entirely ignored by the early settlers who came into this section in the latter forties and early fifties, so far as clearing

no one particularly wanted it, and few realized that it was really productive to the highest extent, and that it would eventually command high prices.

Ten years later considerable of this land had been cleared and many fine orchards and vineyards planted. Land at that time, along about 1890, in the vicinity of Sebastopol, was selling occasionally, whenever sales were made at all, which was seldom, at from \$60 to \$100 per acre.

This practically ended a period of development of the Sebastopol country, in which the real estate broker had no part, and in which the natural rich resources of the section had attracted settlers up to that time. It also marked the beginning of an epoch in the growth of the country in which the broker did begin to take an active part, and in which the section began to grow much more rapidly than it had previously.

This growth and influx of new set-

tlers has gone on steadily up to the present time, although the City of Sebastopol and the surrounding country has made its most rapid and substantial growth during the past ten years. The real estate brokers and local papers, which are always the pioneer advertisers in every growing community, have done much toward the development of the Sebastopol section and will continue to do so in future.

The real estate situation here at the present time is in a most healthy and satisfactory condition. The larger ranches are gradually being subdivided into small acreage and a number of new families are making themselves a home here each month. These newcomers are for the most part American people of the highest type, and the trade they are distributing to the Sebastopol merchants is being constantly felt in the betterment of local trade conditions.

What the future may hold in store is uncertain, but there is every reason why we should view the future in the most optimistic and liberal manner. With the thousands of Eastern home-seekers who are annually coming to California, the land of winter sunshine, and who are seeking out the most desirable coast section for a home, there can be but one result, viz: constantly increasing population, wealth and upward tendencies in land and property values that will remain permanent.

Progress, that subtle force that moves the world, has gradually traveled westward for centuries, until it has reached these California shores, and the old Pacific said "halt. Thou hast encircled the globe; what more canst thou do?" The seed of progress has been well sown in this western land of sunshine, and must prosper here beyond anything the world has ever known. With our perfect climate, our rich virgin soil, capable of producing to the greatest perfection practically all of the products of the temperate and semi-tropic zones.

The westward march of progress has here finished its journey, and, like the damming up of a mighty mountain torrent, will pile up and multiply until, who can foresee the result? California is today the most progressive country on earth. Our cosmopolitan population coming as it has from every civilized section of the globe, and bringing with it the best and most progressive ideas of all peoples, could have no other effect than to foster progression in the highest degree. California is still in its infancy. Who can foresee what California, the western terminal of progress will be, when the nation shall have reached its period of maturity, and shall stand at the zenith of its power and prosperity, with our enormous wealth and increased millions of population and our resources fully developed?

When we shall have reached this advanced stage in our national life, who can foresee what California, the most favored spot in our fair land, will be, or what the future holds forth for Sonoma county, which is admitted to be the garden spot of the great state?

Here will pile up the wealth and the brains of the world and lucky will be he whose lot has cast him here. The future for the real estate business, not only at Sebastopol, but for all of Sonoma county and the whole of the great State of California, holds a rainbow of brightness that is most alluring, not only to the broker, but to the purchaser as well.



# Page of Prominent Santa Rosa Business Men

## HOYT BROTHERS

It was but a few years ago that little attention was given the construction of buildings, but as the country has grown in wealth, as the population has become thicker, and as lessons of disastrous fires and earthquakes have come to the people there has been a marked advance in the construction business. Santa Rosa possesses one of the most prominent contracting firms in Northern California, and one that has held more big contracts than any other north of San Francisco. For many years Hoyt Brothers have been known here—and not alone in Santa Rosa, but in every city in the entire state. Henry A. and Frank L. Hoyt form this firm, both of whom have gained enviable reputations among the builders and engineers of the state. This firm makes a specialty of public buildings and has been so successful in its bids and in the work done that the greater number of structures of this character that are put up are given to Hoyt Brothers. Aside from having the contracts for the largest and finest office buildings in this city, Hoyt Brothers were awarded by the United States government the contract to erect the postoffice building in this city. This is one of the finest federal buildings in northern California and is a distinct credit to Santa Rosa and to the contractors who erected it. A few of the buildings which were given this company to put up during last year are here mentioned and give some adequate idea of the importance of Hoyt Brothers: the Orland Grammar School, Orland, Glenn County, Cal., \$30,000; Plumas County Hospital, Quincy, California, \$20,000; Livermore Carnegie Library, Livermore, Cal., \$13,000; Pythian Castle, Newman, Cal., \$23,000; Bank of Lincoln, Lincoln, Cal., \$16,000; Lincoln Union High School, Lincoln, Cal., \$16,000; Lincoln Union High School, Lincoln, Cal., \$29,000; \$16,000; the Lincoln Union High School, Lincoln, California, \$29,000; School, Dixon, Cal., \$27,000; and several others. This list includes only those that were under construction in 1910. A complete list during the years that this firm has been engaged in business would contain many of the largest and most expensive public and private buildings that have been constructed in the northern part of the state. The great success that Hoyt Brothers have attained has come as a result of their splendid business principles, their eminence in their profession, and their industry and enterprise, all of which qualities have combined to make them well worthy the confidence imposed in them. Both Mr. Henry A. and Frank L. Hoyt are among the most prominent citizens of Sonoma County and have been actively engaged in her upbuilding and development.

## SAVINGS BANK OF SANTA ROSA

In such a district as that embraced by Sonoma county, we find business men and farmers who require capital to found an industry, and at the same time we find those who have capital but no means of investing it. The bank is the means by which this capital is gathered together and employed where it is most needed. A financial institution that has for many years been regarded as one of the most substantial banks of California and which is today easily the heaviest financial institution of this city is the Savings Bank of Santa Rosa. This bank, which was established in 1873, and which is located at the corner of Fourth street and Exchange avenue, is officered and directed by business men whose reputation for integrity, sound business principles, conserva-

tive and unerring judgment, is unsurpassed. J. P. Overton is president of the Savings Bank of Santa Rosa, while Cornelius Shea is vice president, C. A. Hoffer, cashier, J. R. Edwards, assistant cashier, H. G. Hahman, assistant cashier, Ralph Belden, book-keeper, and A. G. Wright, assistant book-keeper. The board of directors is made up of the following well known citizens: Cornelius Shea, F. H. Denman, M. Prince, J. P. Overton, Samuel Talmadge, H. G. Hahman and F. A. Mecham. The mere fact that this institution is guided and managed by citizens of such sterling worth is sufficient in itself to place it in a pre-eminent position among the banks of Sonoma County. The Savings Bank of Santa Rosa has a paid up capital of \$200,000, a surplus of \$125,000 and undivided profits aggregating \$45,354.68. The following figures, however, really show the strength and importance of this institution: Resources in the combined commercial and savings departments, \$1,612,155.34; surplus apportioned, \$125,000; undivided profits, \$41,545.32. The individual deposits subject to check in the commercial department are \$294,262.07; demand certificates of deposit, \$11,378.80; time certificates of deposit, \$295,492.53; making a total of deposits in the commercial department of \$601,135.40, while the deposits in the savings department aggregate \$488,821.40. This is a remarkable showing for a bank situated in a city the size of Santa Rosa and reflects the wonderful prosperity of this city, and suggests the marvelous possibilities and resources of this section. But not only have the depositors profited by the steady growth of this remarkable institution, but also have the stockholders been largely benefitted, for ever since opening its doors in 1873, this bank has been paying a regular quarterly divi-

dend of 8 per cent per annum, having never missed a quarter during all these years, and having paid 141 dividends at \$4000 each or a grand total of not less than \$560,000, the last dividend having been paid January 3d, 1911. The Savings Bank of Santa Rosa conducts a general banking business, issues four per cent interest bearing certificates and has correspondents in all parts of the United States and Europe. Foreign and domestic exchanges are bought and sold. This bank solicits the accounts of merchants, business men and farmers and gives careful attention to all accounts, whether large or small, at the same time extending every possible courtesy to its patrons. In the savings department is found a burglar and fire-proof safe as well as safe deposit boxes, which are rented at reasonable rates. Four per cent interest-bearing pass-books are issued, the interest being computed semi-annually on June 30th and December 31st. It has ever been the policy of the Savings Bank of Santa Rosa to pursue a conservative, but yet progressive policy, observing a conservatism that assures safety and a progressiveness that means encouragement to business and industrial development and growth. Guided and directed by men of exceptional business ability, unquestioned integrity, far-reaching influence and dominated by public spiritedness, the Savings Bank of Santa Rosa has been one of the potent factors in making Santa Rosa the prosperous, progressive and substantial city she is today.

## SANTA ROSA REALTY COMPANY

The very best investment that can be made in this section of California is in judiciously selected real estate and time has proven that the lands

surrounding Santa Rosa are the most fertile and productive in the state and during the past few years hundreds of homeseekers have come here to make their homes. One of the leading real estate firms that has done much toward bringing new settlers to Sonoma County and that has had an active and prominent part in the upbuilding of Santa Rosa is the Santa Rosa Realty Company which has been doing business under this name for two years. Mr. Benjamin Lloyd and Mr. Ira D. Pyle form this company and it is but a conservative statement to say that the city possesses no more valuable boosters than these gentlemen. Mr. Lloyd has been engaged in the realty business here for three years, and prior to entering the firm Mr. Pyle was manager for the Western Union Telegraph Company in this city. The Santa Rosa Realty Co. makes a specialty of subdividing country property. At the present time it is putting on the market the Rosedale tract, consisting of one hundred acres and located one half mile south of the city. This property is being subdivided into five and ten acre tracts and sold on terms—the requirements being one fifth down and the balance in four years. The Oak Grove farms at Bellevue, two and one-half miles south of the city, are also handled by this company. There are 460 acres in this tract, which also is divided into 5 and 10 acre tracts. During the past year thirty-eight families have been located on this property. The land in these two tracts is especially adapted to poultry and fruit growing and for general purposes and regarded as being among the most desirable properties in the county. The Santa Rosa Realty Company also has a large list of other farms and tracts which form some of the best bargains to be obtained at this time. An office is maintained in San Francisco. Mr. Lloyd being the manager of it, while Mr. Pyle has charge of the local office. Fair treatment, avoiding misrepresentations of any character, and absolute dependability have been the salient factors in the success of the Santa Rosa Realty Company and persons at a distance may feel safe in applying to them for information concerning this section. Both Mr. Pyle and Mr. Lloyd are loyal boosters, the former being especially prominent in the Chamber of Commerce.

## BAILEY & BAILEY

Santa Rosas' most up-to-date cigar store and billiard parlors are those conducted under the firm name of Bailey & Bailey, which are located in the Occidental block on Fourth street. Mr. W. H. and Mr. E. B. Bailey form this firm, both being recognized as being among the leading and popular business men of the city and county. It was about five years ago that this firm first opened its establishment to the public and since that time its popularity has constantly increased and the patronage grown. Bailey & Bailey deal in cigars, both domestic and imported, of all the most popular and leading brands, cigarettes, tobaccos, pipes and smokers' supplies of every kind. The billiard parlor is the best appointed and equipped in the city and at almost any hour there will be found here congenial company, courteous attendants, splendid tables, and, in fact, everything that makes for a really first class billiard parlor. Courteous in their treatment of patrons, handling only the best of goods in their cigar stand, and conducting the highest class billiard and pool parlor, the success which this firm of enterprising business men have attained is but a well merited one.



Mendocino Avenue



N. W. P. Depot—Looking North



# Imperial Sonoma County Offers Advantages Unexcelled in West

Her Nine Hundred and Seventy-Six Thousand Acres Form a Veritable Eden on Which Nature Lavished Bounteous Gifts When in Her Gentlest Mood. To Farthest Ends of Earth Her Products Are Sent to Sustain Man and Form Choicest Delicacies for His Table. Board of Supervisors Give Facts Concerning Opportunities Offered in This Section.

In authorizing this article, which is a summing up of the wonderful resources of Sonoma County, the members of the Board of Supervisors of this county realize that they are exploiting the most fertile and productive region of the great State of California. The primary purpose of this article is to array the facts concerning the resources, advantages and opportunities of Sonoma County with a view of giving correct and exact information to persons in the East or at a distance in order that they may know what is really offered them here.

Right in the heart of California, Sonoma County, with an area of 1500 square miles, or 976,000 acres, constitutes an "imperium in imperio."

Sixty miles of seacoast and ten miles on San Pablo Bay provide a number of harbors for the boats engaged in the coast traffic, carrying the manifold products of Sonoma County to San Francisco and other markets on the Pacific Coast. In addition the Northwestern Pacific railway traverses the county, while the Southern Pacific gives another outlet and the Petaluma and Santa Rosa Electric railway, which also operates a boat line from tidewater at Petaluma to San Francisco affords a cheap and easy means of transportation.

## Fortunes in Poultry

Sonoma County is particularly fortunate in having just the climate and conditions needed for successful poultry raising and the sale of chickens and eggs brings in a royal revenue for the farmers of this section.

The City of Petaluma holds the world's record as a poultry and egg-producing center, but Santa Rosa and a number of the other cities are also centers of importance in this business. Last year Petaluma alone shipped over 4,000,000 dozen eggs, which will give an idea of the immense volume of business done in this line throughout the county.

Many men have gone into the poultry farming business on comparatively small capital and in a very few years have achieved a competence and become independent. Those who start with some capital make a big business out of it. A livelihood can be made in this business with less effort and hard labor than is required in other lines. Feed, especially prepared for the chickens, is purchased in great quantities to secure the lowest possible rates. In this way the business is made financially successful even for those who are not adepts in the business.

ing source of revenue, which increases with the age of the trees. There is a great deal of land in Sonoma County suitable for walnut growing, and this promises to become a great business.

## Franquette Walnuts

One of the most famous products of this county is the Franquette walnut, prized among all other nuts, both for

## Gravenstein Apples

Many varieties of apples can be profitably grown in Sonoma County, but special attention is given the



The Sonoma County Board of Supervisors

its delicious meat and the thin paper shell.

The Vrooman walnut orchard near Santa Rosa, is noted for its wonderful crop, which increases every year. In 1901, when the orchard was three years old, it produced 82 pounds of walnuts, which rose to 520 pounds in 1902, to 3700 pounds in 1903, to 24,314 pounds in 1906 and now it produces 50,000 pounds.

Every year millions of pounds of walnuts are imported into the United States and all grown here bring splendid prices. A walnut orchard, once it maintains maturity, provides unfail-

ing source of revenue, which increases with the age of the trees. There is a great deal of land in Sonoma County suitable for walnut growing, and this promises to become a great business.

## Mission Olives

In many sections of Sonoma County the famous Mission olive is grown and produces great quantities of this delicious olive in generous-sized fruit.

Co-operative associations arrange to gather the olives, pickle a part of the product and extract the oil from a part. The oil obtained from the Mission olive is highly esteemed by epicures and regarded fully the equal of the best imported articles.

## Prunes

Many hundreds of acres in Sonoma county are devoted to prune growing, which is one of the most successful of all orchard industries in the State. Many tons of Sonoma prunes are exported to various foreign countries, where they are regarded as a delicacy.

## Peaches and Pears

Many delicious varieties of pears and peaches are grown here in abundance. There are many canneries in the county which can many tons of these two fruits, as well as apricots, nectarines, plums and cherries.

## Climate With a Capital "C"

In Sonoma County climatic conditions are a summary of all that is most pleasant and furnish the exact combination which has made California the land of hope for tired, weary men and women in all the eastern states. Any man who has fought for a living all his life through the Arctic winters of the northern states, and the equatorial heat of Dixieland summer time, thinks, dreams and hopes for the day when he can move to California and find a home in the land of balmy sunshine—and the climate of Sonoma county is just the ideal combination he thinks of when he thinks California.

Here are utterly unknown the rapid changes in temperature which try folks' patience in so many other communities. Mild, even weather the whole year through, with ocean breezes to temper, even the noon day summer sun makes living in Sonoma county ideal.

## Rainfall Abundant

Sonoma County has been blessed with abundant rainfall every year and crop failure is absolutely unknown. The actual number of inches of rainfall differs, of course, from season to season, some years more and others less, but there has never been an actual drought or lack of moisture for the various crops for which the county is noted. During the usual dry months the ocean breezes always bring in



# SONOMA IS THE GREATEST WINE PRODUCING AND POULTRY CENTER IN WORLD.

Here California Sunshine and Climate Conditions Conspire With Intelligence of Husbandmen to Produce the Purple-Hued Grape in its Highest Perfection. No Matter What Your Financial Condition May Dictate or Your Desire May be, in This Productive Region You Will Find Soil and Climate Conditions Afford You a Location Ideal. The County Invites You to Investigate Its Claims.

sufficient dampness to keep vegetables fresh and prevent the utter desolation so prevalent in districts dependent on irrigation.

Irrigation ditches are unknown because they are unnecessary. In consequence every fruit and grain and vegetable has the delicate flavor, healthy plumpness and sweetness that natural conditions alone can produce. In irrigated districts products often gain giant size but they never have the taste and flavor most desired.

## Sonoma County Soil Grows Everything

The soil of Sonoma County is varied in character and in different parts of the county is best suited for different products, but it is everywhere wonderfully rich and yields profusely to even light cultivation.

Not a day passes by in the whole year but what some product is ripening and becoming ready for the harvester.

In January the Mission olives have their fruit ready for pressing and pickling. A number of olive groves in various parts of the county are producing bountifully.

In February the citrus fruits attain their majority and the golden-hued oranges are picked, packed and sent away. March is a regular strawberry festival in the county and thousands of crates of these delicious berries are sent to the city markets.

April is cherry month.

In May many of the berries ripen and some of the apricots. June, July and August are hay-making months, several of the cereals ripen and in August the late deciduous fruits become ready for gathering. September sees the grape attain its purple fullness and October is the month of hop picking.

November sees the walnuts falling and in December the winter apple is ready for gathering.

And so the whole year is one long season of ripening grains and fruits.

## A Catalogue of Fruits

To mention all the fruits that flourish and produce bountifully in Sonoma County would exhaust the list of American horticulture. Here are a few: Apples, peaches, pears, plums, apricots, prunes, grapes, oranges, limes, lemons, persimmons, every sort of berry and small fruit.

The hop is one of the leading "money" crops and Sonoma County hops bring top-notch prices.

Alfalfa, king of all forage crops, grows beautifully and the gem of the meadow is a great income producer for many of the farmers of this section.

Wheat, oats, barley and corn, all are profitably cultivated.

And potatoes—well this is the home of the Burbank potato, and here it is produced by the trainload.

A large part of Sonoma County is devoted to grape culture. According to the county assessor, 179,000 acres are devoted to grapes. About 40,000 tons of grapes were raised last year. This represents a vintage of about 5,500,000 gallons of wine. Sonoma county is famous the world over for its fine wines.

## Dairy Farming

Many portions of Sonoma County are especially suited for dairy ranches. In the land near the coast the moisture laden breezes from the ocean keep the hills covered throughout the year with succulent grasses which provide admirable feeding ground for dairy herds. Springs and streams are plentiful, the weather is mild the year around and shipping facilities are excellent.

Sonoma County butter and cheese are both very popular. San Francisco and the bay counties consume a large part of these productions, but large quantities are also shipped out. The cheese is in special demand and sells at profitable prices.

## Fine Horses

Not even many California people are aware of the fact that Sonoma County is one of the greatest horse-breeding districts in America. But horsemen the world over know that from the stock farms of this county have come

some of the most famous horses known to the turf. Anteeo, Lou Dillon, Sonoma Girl and many other equine wonders were bred in the lovely valleys near Santa Rosa. Lou Dillon's record of 1:58½ is still the wonder of the turf world.

## Sugar Beets

The development of the sugar beet industry in this county is in progress. The beets grown here contain a very high percentage of sugar and are easily worked and handled. Sugar beet culture is successful here, but there will probably be no extra development of this field until sugar refineries are built locally to care for the trade.

## Lumbering

There are yet standing in the mighty redwood forests millions of feet of uncut timber, despite the fact that much of the forest has been annihilated by the relentless axe and the ground is now being turned by the plowshare. This is a great and profitable industry, the facilities for shipping being excellent and some of the biggest mills in the state are located within the bounds of Sonoma county.

## Luther Burbank

Thirty years ago Luther Burbank came to Sonoma County and at his experimental stations at Santa Rosa and Sebastopol he has conducted the wonderful experiments in fruit and flower culture which have amazed the world. The mere fact of Burbank's living here and working out his plans in this county prove conclusively that

conditions of soil and climate are ideal for every form of vegetation.

A number of Burbank's discoveries have enriched the world with new and more prolific forms of fruits and vegetables. His most recent development of the spineless cactus will transform the deserts of the world and will have a most important influence on cattle raising and the price of beef.

From the long list given of the agricultural products of Sonoma County, it is very evident that no matter what particular products are preferred or best understood by the prospective settler in Sonoma County, he will find both soil and climate admirably suited to his wants.

But while Sonoma County is pre-eminently an agricultural one, the vast importance of manufacturing is not forgotten and in Petaluma and Santa Rosa there are factories engaged in the production of products that are not only required by the people of the county, but that add their quota to the useful articles produced in the United States. The importance of this is becoming more fully appreciated and special inducements are offered the manufacturer who will select one of the cities for the site of his factory.

Sonoma County extends to the farmer with small capital, to the one with larger capital, to the salaried man in the office, to the merchant, to the business and professional man, and to the capitalist an invitation to investigate the opportunities that are offered them in this greatest county of California, the most fertile and greatest State in the Union.



Among the Redwoods



# Believers in Splendid Future for Santa Rosa

## JEWELL & PETERSON

The most prominent and best known real estate and insurance company in Santa Rosa is that of Jewell & Peterson, who for many years have conducted a general real estate business in this city. Both Mr. Jewell and Mr. Peterson are numbered among the really prominent business men of Sonoma County and the remarkable success they have made of everything they have undertaken places them well in the lead of the substantial citizens of Santa Rosa. This firm conducts a general real estate business, handling subdivisions, ranch tracts and city and country property of every description. During the years they have been in business here they have probably handled more real estate than any concern in the city and have been instrumental in bringing to Santa Rosa and this section many prominent persons. The upright dealings of this firm, the splendid knowledge of real estate values which they both possess, the refusal to misrepresent in any degree, and the energy and ability of the members of the firm have been the potent factors in the success of this concern. We can commend it unqualifiedly and know that persons at a distance communicating with them will receive authentic information concerning this city and territory. Mr. Peterson, one of the members of the firm, is one of the prominent bankers of the city, is the owner of the largest garage in Santa Rosa and is an extensive hop raiser. Mr. Jewell is also a large hop grower and represents large Eastern hop dealers and also interested in various undertakings in this section. As boosters for Sonoma County and as public spirited citizens Mr. Peterson and Mr. Jewell have performed valuable service.

## MARGARET BUTTS

In sunny California—the land of flowers—and especially in Santa Rosa, whose very name suggests the flower which has enraptured poets, and whose gardens, with the coming of every spring, and even in the months when the East is wearing its mantle of snow, are aglow with the colors which only the California sunshine can bring, Mrs. Margaret Butts, opened her florist shop three months ago in this city, and since that time she has been furnishing the people of this city with cut flowers, fresh from her own hot houses. In season, violets, carnations, roses and all other beautiful and sweet smelling blooms that are native to this climate are always to be found at her establishment. In addition she keeps on hand a splendid variety of artificial flowers of all kinds, ferns, pot and window plants. Her establishment is at 410 Fourth street. She expects in the very near future to increase her hot house facilities and will be even better prepared to furnish her customers with flowers of all kinds.

## DAVIS-McNEE AUTO COMPANY

There is no business represented in the modern city that has been marked by more rapid development than the automobile line. Just as rapidly has the business of the Davis-McNee Auto Company advanced. Of this company, Mr. William D. Davis is president, while Duncan McNee is vice president and Royal J. McNee is secretary. This company handles the Mitchell car, recognized as a leader and famous throughout the country for the splendid satisfaction given. These gentlemen pride themselves on the Mitchell, believing it to be the best car made. They also carry a line of auto supplies, tires of every description, and in ad-

## BURBANK Says Sonoma County Is Home of Gravenstein

The World's Greatest Horticulturist Calls It "The Money Getter" and Advises Home-Seekers to Plant this Variety of Apple ✧ In the Sebastopol Section this Industry Has Already Reached Big Proportions and Is Growing Every Day

"The Gravenstein apple has, above all others, proven to be the money winner in Sonoma county. It always bears a good crop. It cannot be raised successfully in the hot valleys of Southern California. Sonoma county seems to be its home. It is of the best quality of all known apples. If the Gravenstein could be had through the year, no other apple need be grown."

The above are the words of Luther Burbank, the greatest horticulturist of the world. What stronger endorsement could be had? It clearly proclaims the Sebastopol region the greatest apple country in the West.

The apple industry is assuming and has already reached great proportions in the Sebastopol section. The soil and climatic conditions seem to be as near perfection for the producing of apples as can be found in California, if not in the world. The Gravenstein is the best and most delicious of all apples grown here and it is produced to a grater degree of perfection than elsewhere on the Pacific Coast.

The area that will produce Gravensteins is limited, yet there is much of it that has not as yet been planted to apples and there are hundreds of acres of apples that have not as yet reached the bearing state. The industry is growing rapidly and there is absolutely no fear of over-production, as the area is limited. The Sebastopol Gravenstein is on the market about four weeks earlier than those grown in other sections of the Pacific Coast. While their apples are yet hanging green on the trees, ours are being put on the market.

The first apple show ever held in the county was held at Sebastopol by

dition do general repairing at prices that are reasonable and fair. They make a specialty of storage and besides handle second-hand machines. Their chief specialty, however, is the Mitchell and upon the records it has made in this county they base their arguments for its superiority.

## THE HUMBOLDT SALOON

A saloon man who has been well known in this city for fourteen years is Mr. Ed. Kaelin, the popular proprietor of the Humboldt Saloon. For

the Gravenstein Apple Association in August, 1910. It was a big show and from an artistic standpoint excelled anything of the kind ever held. The Sebastopol Apple Association is incorporated with a capital stock of \$50,000, and makes it its business to stimulate the apple industry and aid the orchardists in every possible way.

While the Gravenstein is the leading apple grown here, this Gold Ridge section is not slow in the production of the late fall and winter apples. All the leading varieties are grown here to great perfection and of finest quality. At a show held in Watsonville, in open competition with the entire state, Sebastopol carried away three gold cups, twenty-two medals, and eight silver medals. The Sebastopol section produces about five hundred carloads of apples annually, which include nearly one hundred cars of evaporated fruit.

The unimproved apple lands around Sebastopol in a radius of five miles, are valued at from \$125 to \$250 per acre, while the improved lands are valued at from \$1000 to \$2000 per acre. That these prices are justifiable is shown by the fact that each acre nets its owner from \$250 to \$800 each season, the latter figure not being at all unusual.

A Gravenstein orchard in the Gold Ridge section that has been well cared for and handled, turns out at eight years of age about \$100 per acre; at twelve years of age, about \$225 per acre and constantly increasing up to twenty-five years of age.

As an apple section this part of Sonoma county has a wide reputation and the housekeeper will do well to investigate the claims before purchasing elsewhere.

eleven years this gentleman has conducted his present establishment, which is daily becoming more popular with the people of this city and especially those who delight in a sip of pure old whiskey or a glass of pure, refreshing beer. The Humboldt is located at 207 B street. Mr. Kaelin makes a specialty of steam and lager beers on draught, while he handles the famous Sunny Brook Whiskey, California wines, as well as choice imported wines and liquors of all kinds. The stock of cigars includes all the best brands of imported and domestic



Luther Burbank

goods. Tables are placed in this resort for the convenience of patrons. When one crosses the threshold of the Humboldt saloon he is always assured of a cordial welcome and of meeting congenial company. Mr. Kaelin is to be warmly congratulated on the success he has attained and as a booster for Santa Rosa he can be placed at the head of the list.

## THE SANTA ROSA HOTEL CO.

The Occidental The Overton

In California—the state famed for its splendid resorts and hotel facilities—a city must possess the very highest accommodations in this line if it hopes to attain even a small measure of prosperity. It is with peculiar pride that Santa Rosa points to its two chief hostleries—The Occidental and the Overton, for it has the consciousness that no city in the entire state can boast of better facilities than these two splendid hotels afford. The Santa Rosa Hotel Company is the proprietor of these two houses and this company is made up of Frank P., John R. and Charles H. Bane, business men of unusual ability and hotel men of the highest type. Both the Overton and the Occidental Hotels occupy splendid new buildings, covering more than half a block each and constructed of stone and reinforced concrete. In the erection of these buildings an eye was held single to giving the latest developments in science in modern hotel construction. They are fire proof. The Occidental has ninety-four large, commodious rooms, while the Overton has seventy comfortable rooms. The interior decorations of these hotels is the best in modern hotel practice, while the furniture and general appointment is excellent. The Occidental Hotel is conducted on the American plan, the rates being \$2.50 and \$3.00 per day and up. The service is the best that up-to-date hotel methods can give, the cuisine being superb. The Overton is conducted on the European plan and the rates are \$1.00 per day and up. In connection is maintained a cafe, which from the point of general appointment and service rendered, is equal to any of the high class cafes in San Francisco or Los Angeles. Both of these hotels offer the guests every convenience known to modern times. Bane brothers are experienced hotel men who have spent many years in dealing with the public. They are courteous, affable gentlemen who exert every effort to please their guests. With the commercial patronage these two hotels are especially popular and their reputation has spread throughout the entire West. Ample sample rooms are afforded and every convenience is offered the commercial man. As citizens of Santa Rosa Bane Brothers hold a high position.



# Santa Rosa, A Modern, Progressive City

## BRYANT'S STABLES

Bryant's Stables, formerly owned by Allen Bryant, were nearly a year ago purchased by Watson & Company and are the most up-to-date and modern stables in the city. Mr. J. W. Watson came to Santa Rosa from West Virginia and last February purchased these stables. He keeps always on hand about twenty head of horses and has thirty rigs available for livery purposes. His equipages including single buggies, surreys, and three seaters, are all handsome and stylish ones and no turnout leaves his stable that is not up-to-date in every respect. His hack service and arrangements are complete. The boarding of horses is made a specialty and the animals left in his care receive the best attention it is possible to give them. The prices charged are reasonable and fair, while the patrons are treated in the most courteous manner. Mr. Watson caters especially to the commercial trade. Mr. Watson has already gained for himself a splendid position among the business men of the city and is one of the leading and substantial citizens of Santa Rosa.

## W. W. FELT

W. W. Felt the subject of this sketch, is one of the best known citizens of Sonoma county, and prior to coming to this city six years ago to enter business, he for eighteen years was one of the prominent ranchers of the county. Mr. Felt purchased the harness shop of J. M. Carter six years ago. He manufactures all his own harness which is sold in his store and his shop is equipped with the machinery that is essential to the modern maker of harness. In addition he deals in whips, and saddles and horse furnishings of all kinds and does general repairing. He gives special attention to his repair department and all work taken to him is skillfully and promptly attended to. Mr. Felt came to California from Kansas, where he was a prominent business man. During the Civil War he served in the 46th Illinois Infantry and during the two and one-half years he served in that internecine struggle he on more than one occasion distinguished himself for bravery. He is one of the most prominent members of the G. A. R. in Sonoma county and is held in high esteem by his fellow citizens.

## UNIQUE MARKET

One of the very best indications that a city is prosperous and growing is that business men from other sections of the state are seeking locations here. Mr. G. A. Newbert came to Santa Rosa from Wheatland, where he had been for several years engaged in the butcher business. It is Mr. Newbert's intention to conduct the most up-to-date meat market in the city and to so cater to the wants of the people in his line that he will greatly increase his business. The new market is known as the Unique Market. Mr. Newbert deals in all kinds of fresh and salt meats, sausages of all kinds, and all the by-products of a market, such as lard, etc. The Unique is located at 303 Fourth street and is equipped with all the necessary machinery and appliances necessary to a modern, sanitary market. At the present time employment is given to three persons other than the proprietor, and one delivery wagon is kept constantly busy. Mr. Newbert, who has had many years' experience in the meat business, manufactures all his own by-products, such as lard, sausages, etc., thus insuring the customer he obtains the very best.

## MENDOCINO MEAT MARKET

There is sure to be room in any city for a meat market which is conducted on the principles and in the manner that has characterized the dealings of the Mendocino Meat Market, which is operated by Mr. Wm. Steinbring and H. C. Boyd. For the past year this market has been in its present stand. Three persons, aside from the proprietors are given employment and two delivery wagons are run. All the necessary machinery for the manufacture of lard, sausage and other by-products is installed. A full and complete line of fresh meats of all kinds is carried, including the choice cuts of beef, mutton, lamb, pork, hams, bacon, etc. The gentlemen who form

splendid patronage he has gained indicates clearly that only the highest business principles are employed and that his methods of dealing with his customers are up-to-date. He carries a splendid line of confectionery of all kinds, including the purest and most delicious candies. In connection he maintains an ice cream parlor and makes a specialty of high class ice cream and sherberts. A modern sanitary soda fountain is installed and all the most popular drinks are dispensed. The store is generally an attractive one, the fixtures being of the latest and best design. This store is one of which any city might well be proud and Mr. Ewing is to be congratulated on his success.

and orders are called for and delivered promptly. The market is located at 714 Fourth street and is equipped with all the machinery, apparatus and appliances that the modern, sanitary market demands. This firm operates its own slaughter house, and manufactures its own by-products, such as lard, sausage, etc. Mr. Leard, the active manager, is taking a leading position among our business men and is displaying marked business ability in the conduct of his market.

## SANTA ROSA MARKET

While Mr. S. T. Hurley, the proprietor of the Santa Rosa Market, has been engaged in business for himself but about a year, he has been known to the people of this city as an experienced, expert meat man for a number of years. Prior to opening his own shop, Mr. Hurley was employed by the Noonan Meat Company. The Santa Rosa Market located at 623 Fourth street, is one of the best equipped and best patronized in the city. It is a feature of this business worthy of special mention that Mr. Hurley obeys every sanitary mandate and that he keeps everything in connection with his shop in the neatest, cleanest manner possible. The Santa Rosa Market is equipped with an ice house, cold storage facilities and is prepared to manufacture its own lard, sausage, etc. All kinds of fresh and salt meats, sausage, pure lard, hams and bacon are handled here. Two delivery wagons are used for soliciting and delivery purposes. Three persons, aside from the proprietor, are required to attend to the ever growing business. Mr. Hurley has met with splendid success thus far and the future holds much of prosperity for him.

## C. C. YOELL

Within the last twenty-five years great advance has been made in the methods of manufacturing. Mr. C. C. Yoell, who for the past two and one-half years has been engaged in the harness making business, turns out a superior article of hand-made harness and saddles. His harness is in demand by the ranchers and users in the city because it has been learned that it is superior to the cheap, machine-made harness that comes from the larger factories. Aside from manufacturing harness and saddles, Mr. Yoell carries a full and complete stock of horse furnishings, including whips, robes, blankets, curry combs and brushes, and, in fact, everything required around the stable. Expert harness repairing is done neatly and promptly in his shop, as well as expert carriage trimming. Mr. Yoell's establishment is located at 116 Fourth street. He holds a representative position among the business men of Santa Rosa and is counted a successful business man and useful citizen.

## THE NEW CORNER

Mr. S. H. McKee, the proprietor of the New Corner Saloon, is one of the most popular saloon men in Santa Rosa and is being accorded a patronage that is flattering to him as a business man. For eight years he has been engaged in business and during that time he has had a constant increase in patronage. His saloon, at Third and Main streets, is well fitted out and here are handled the very best of wines, liquors and cigars. The famous Old Hickory whiskey and Grace Brothers' beer and other popular brews are served. A good business man, a consistent booster for Santa Rosa and an influential citizen, Mr. McKee stands high among the business men and citizens of this county.

## PEOPLE'S MEAT MARKET

While there may be nothing in a name, it is unquestionably true that some business houses possess titles that are peculiarly fitting and such is true in the case of the People's Market. Mr. O. J. LeBaron and Mr. C. Leard are the proprietors of this up-to-date market. The establishment was opened in July, 1909, and its fair treatment and the superiority of its goods has gained for it a patronage that is flattering. This company also has a market in Healdsburg. Mr. LeBaron being the manager of it, and Mr. Leard the manager of the Santa Rosa concern. In this market will always be found the choicest of fresh and salted meats, sausage, hams, bacon, etc. A free delivery service is maintained



Ursuline Academy, Santa Rosa—One of the Finest Private Schools in the Country

this firm are up-to-date butchers and have had many years' experience in their line. They deal fairly with patrons and for this reason the trade has grown constantly. The firm is a member of the Chamber of Commerce and has done its share toward developing the city.

## J. V. EWING

One of the business men of Santa Rosa who is rapidly taking his position among the leading merchants of the city, is Mr. J. V. Ewing, whose up-to-date confectionery establishment is located at 111 Fourth street. Mr. Ewing disposed of his flourishing business of general merchandise in Forestville to open his store here. The



# Men Who Are Building Santa Rosa

## THE GIFT SHOP

Several months ago there was established in Santa Rosa a company of craftsmen, calling themselves The Companeros, whose endeavor was to produce work in hand-wrought leather that would meet the approval of the world's best critics. Beginning with no visible market, this work has now become known in all parts of the United States and is on sale in over fifty cities including New York, Chicago, Boston, Philadelphia and San Francisco. Finding there was a demand in Santa Rosa for fine art productions, the Companeros established the Gift Shop for the sale and exhibition of work in various lines that conform to a high conception of the word art. The Gift Shop, over which Miss Catherine Comstock has charge, is on Fourth street, and is one of the most attractive and artistically arranged and furnished places in Santa Rosa. Here is displayed productions of America's foremost artists and craftsmen—work that is usually to be seen only in large Eastern cities. The exclusive agency is secured on all lines which are carried, and the fact that the Companeros are large producers makes it possible to offer better value on this kind of work than can be found elsewhere. The following are a few things to be seen at the Gift Shop: hand beaten copper by Dirk van Erp, The Handcraft Guild, The Little Craft Shop, The Companeros, and others; pottery, Van Briggie, Grueby, Newcomb and others; hand decorated post cards and booklets; hand wrought leather work by the Companeros; Suede leather work; choice fabrics, including the Companeros' stencils on hand woven Russian linen crash; Christmas motto and post cards in large variety; art studies in photography; oil paintings by John Gamble, Kate Newhall and others; choice pastels, prints and water colors and a great variety of exclusive novelties. In addition to having charge of the Gift Shop, Miss Comstock takes classes in Santa Rosa and Berkeley. She is an accomplished artist, whose rare ability has won her high criticism from the most noted critics of the country.



## SANTA ROSA GRANITE AND MARBLE WORKS

Established in 1869, the firm now known as Kinslow Brothers, but in those early pioneer days as Fisher & Kinslow, is the oldest established concern of the character north of San Francisco if not in the entire state, and the reputation it has maintained through that long period is indeed an enviable one. Kinslow Brothers are the proprietors of the Santa Rosa Granite and Marble Works, the largest and best known works of the kind in

the county. Mr. J. F. and Mr. J. C. Kinslow form this firm. Here the most artistic and substantial granite and marble work is done, a specialty being made of monuments, headstones, copings, vaults and all kinds of cemetery work. Kinslow Brothers use American and foreign marble and granite and the work they execute in it is the best that it is possible for skill and long experience to turn out. They are both artists of exceptional ability in their line and some of the pieces they have wrought have been the subject of much complimentary comment. Their territory is not alone confined to Santa Rosa and Sonoma county, but work is sent them from all parts of the state. Estimates and designs are cheerfully furnished either in the city or in outside territory. Both the members of this firm are among the influential citizens of Santa Rosa and as business men they hold a commanding position.

## LA BRAZORIA CIGAR STORE

Ability and energy, when directed in the proper way, are winning qualities in every business or line of endeavor, and this is especially true with reference to the handling of cigars and tobaccos. This fact is well demonstrated in the success that has attended the efforts of Mr. J. L. Mercier, the proprietor of the La Brazoria Cigar Store at 533 Fourth street. Mr. Mercier came to this city seven years ago to enter this business from San Francisco, where he had been engaged in a similar line. The La Brazoria is a large and well equipped cigar store and is a decidedly attractive one. There is not a brand of cigar that is on the market today that is worthy of public notice which is not to be found in the La Brazoria stock. Both the domestic goods and the Havana, Porto Rico and Philippine cigars are kept in stock in a variety that will enable the most exacting lover of the weed to procure the smoke that is most to his liking. Smokers' supplies of all kinds, including pipes and tobaccos, cigarettes, etc., are also carried at the La Brazoria. The fixtures in this store are high class and cause it to have a most up-to-date appearance. In the rear of this cigar store, there is a pool and billiard parlor, which is the headquarters of many of the pleasure loving people of the city. Four pool tables and one billiard table are maintained here and there is always in attendance a courteous employee who is ready to serve the players. Mr. Mercier is a substantial, successful business man and a booster for Santa Rosa.

## THE OBERON

When the visitor to Santa Rosa enters this high class resort he is at once impressed with its attractive appearance. There is a tile floor throughout, the pictures which adorn the walls are superb, while the general fixtures and furnishings of the Oberon are the highest class that even the Santa Rosa Manufacturing Company, which has a state-wide reputation, can turn out. The furniture is on the Mission style, is exceptionally heavy and gives the establishment a distinct air of elegance and affluence. A splendid orchestra is a feature of the Oberon also and renders delightful music. In keeping with the appearance is the service. Only the choicest wines, liquors and cigars are served, a specialty being made of Old Crow Whiskey, than which there is none better distilled in the United

States. Grace Brothers' Beer, bottled beers of the most popular brews, and imported beers. The stock of cigars includes the finest of imported and domestic goods. Mr. Frank Brown and Mr. Louis Gnesa are the popular proprietors of this establishment and there are no better saloonists in this section of California. Aside from their elegant establishment here they conduct one equally high class in Vallejo. Both Mr. Gnesa and Mr. Brown are business men of the highest type and as proprietors of a beverage resort they possess all the qualities of generosity, courtesy and good-fellowship which are so important in this line of business activity.

## H. H. MOKE

The kindly and sympathetic services in time of bereavement that are offered by H. H. Moke, Santa Rosa is indeed fortunate in possessing. This gentleman conducts a modern, up-to-date undertaking establishment that in every way meets any demand that could be made upon it. As an undertaker and embalmer his equipment for handling this delicate work is most complete. He has an exceptionally well selected stock of caskets, and funeral supplies of all kinds. There is always in attendance Naomi E. Moke, a graduate lady embalmer, who undertakes all cases which the bereaved ones care to place under her direction. At the parlors, which are located at 418 Fourth street, there is a chapel which can be used in case the family so desires. A private room, removed from the chapel, for the use of the members of the family during the service is also afforded. From every point these parlors are thoroughly modern and up-to-date and only the most modern and approved methods of embalming are employed. Mr. H. H. Moke has had charge of this business since 1904, he having prior to that time been associated with Mr. M. S. Davis, who established it in 1875. This concern owns its own hearse and dead wagons and is in every way prepared to direct a funeral. Mr. Moke takes a prominent position among the business men of this city, being one of the leading members of the Chamber of Commerce and prominent in fraternal circles.

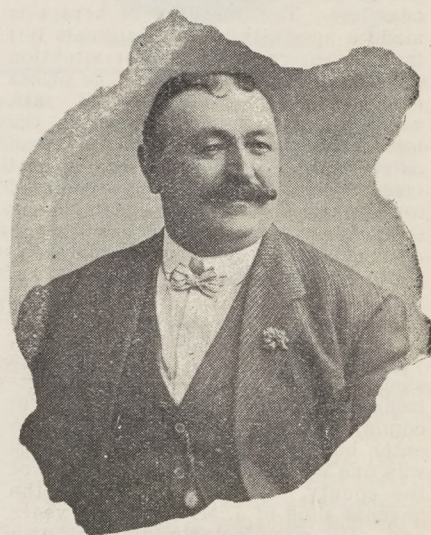
## NEW METHOD

Santa Rosa's biggest cleaning and dyeing works is that owned by John W. Fowler and known as the New Method. Three years ago Mr. Fowler came to Santa Rosa from Oakland. From a comparatively small beginning he has increased his business and improved his service until the New Method is looked upon as a modern establishment. A specialty is made of the making of durable and fashionable garments, the stock of woollens carried being good. Altering and repairing is also done, but the mainstay of the business is the cleaning pressing and dyeing department. A special method is used, which has proven entirely satisfactory. A free delivery is maintained and clothing is called for and delivered. Five persons are employed, including two tailors. Mr. Fowler's success has come as a result of industry and energy and he is to be congratulated on it.

## THE COZY CORNER

Coming here from San Rafael, where he had conducted a first class bar for twenty-seven years, Mr. F. G. Wright opened his resort in this city a few weeks ago. A few days ago he entered new quarters at Second and Main

streets in a building that was erected especially for him. The saloon is known as the Cozy Corner, and everything in connection with it is first class and up-to-date. This gentleman is accorded a patronage that is flattering to his ability as a business man. He handles Grace Brothers and Yosemite beer as well as the leading brands of bottled goods. He accords his patrons every possible courtesy and being a genial, pleasant gentleman it is not too much to suppose that his patronage will increase rapidly.



Mr. S. Campanella

## LA ROSE SHOE STORE

In June of last year Mr. S. Campanella, who has made a marked success in other cities opened an establishment in the Hotel La Rose, which today is doing a splendid business, indicative of the high business principles employed and the splendid class of goods handled. Prior to opening his store here he was in a similar business in Santa Cruz. Mr. Campanella carries a \$6000 stock of goods, including shoes, gents' furnishings, clothing, hats and everything required to complete a gentleman's wardrobe. Mr. Campanella is also agent for the trans-Atlantic steamship lines and sells tickets to any point in the world. He is already taking a leading position among the business men of this city and is highly esteemed.

## SANTA ROSA PLANING MILL

The pioneer mill of Santa Rosa is the Santa Rosa Planing Mill, which was established here 38 years ago by P. H. Kroncke. As the demands of the city and section grew this gentleman increased the capacity and efficiency of his plant until today it is the best equipped mill north of San Francisco. With all the machinery necessary he is in position to do all kinds of general mill work, including brackets and trimmings of all kinds. Six persons are employed and during rush orders more are needed. Mr. Kroncke is thoroughly experienced in his line and his many years of business life in this city renders him capable of accomplishing any job that is given him, as is evidenced by the fact that he was awarded the contract for the wood work in the Santa Rosa Bank building and the postoffice in this city. His mill is one of the largest north of San Francisco and is the best equipped in the city. Mr. Kroncke is one of the most prominent and substantial citizens of Santa Rosa and has wielded a wide influence on its growth and development.



# Successful Business Men of Santa Rosa

## JAS. J. SUMMERFIELD, D. V. S.

Santa Rosa possesses the most modern and thoroughly equipped equine hospital in the entire state and in Dr. Jas. J. Summerfield can claim to be one of the most skillful and best prepared veterinary surgeons in California. Dr. Summerfield is a graduate of the University of California. The stables wherein are located Dr. Summerfield's hospital were constructed especially for this purpose and afford every convenience that his knowledge could suggest to facilitate the handling of the cases which are placed in his care. In fact, it is a modern, up-to-date hospital and is amply large. Hot and cold water is installed throughout the entire building, while the floors are of bitumen. There are covered and open corrals in which are placed animals whose conditions admits of exercise in them. The only operating table north of San Francisco is found here, as well as open stacks for operating purposes. Stalls are in the main building and basement and twenty horses can be accommodated. This hospital is kept as scrupulously neat and clean as any store in the city and the sanitation is perfect. Dr. Summerfield has handled some of the most difficult cases that have been known in the county. He was for eight years the official veterinarian for the county, is a member of the State Veterinary Association and the California State Veterinary Association and is late of the United States Department of Agriculture, being assigned to the Bureau of Animal Industry.

## ROSE CITY MARKET

Mr. J. G. DuBose and Mr. H. E. LaCell realize that the people of Santa Rosa are particular concerning their groceries and provisions and hence with marked success they have endeavored to make their establishment the most up-to-date in the city. This firm entered business here seven years ago in a small way, and by strict attention to business, giving heed to every want of their customers and selling the best goods, they have built up a splendid business. Five people are regularly employed and two delivery wagons are used for soliciting and delivery purposes. "We aim to give you the best in the market on all your purchases," is their motto and they live up to it to the letter. In their grocery department they carry a full line of staple and fancy groceries, fruits and vegetables and make a specialty of fine teas and coffees. This firm also makes a specialty of fish and oysters, which can be procured fresh daily in season. One of the chief features in connection with the Rose City Market is the delicatessen department in which can always be found a fresh supply of tempting delicacies.

## J. H. SCHMIDLI

Twenty-eight years in one city in the same line of business is a long time for a man to hold a leading and representative position, but such has been the case with Mr. J. H. Schmidli. Prior to the earthquake, which destroyed his shop, it was located at Fifth and Mendocino streets. His present establishment is as well, if not better equipped than his former one and he is doing the same high grade work that has characterized his shop for so long. An expert and skilled mechanic, with long practical experience, he is one of the best known carriage and wagon makers in this section of California. Mr. Schmidli formerly did horseshoeing, but recently rented that part of the business to J. N. Cook. He

guarantees complete satisfaction in all his work. As a business man he takes a leading position and for the many years he has been in business here he has held the respect and confidence of the business interests.

## O'CONNOR FURNITURE CO.

The O'Connor Furniture Company conducts an establishment where the latest ideas in house furnishings may be found. This concern has been in business in Santa Rosa for a quarter of a century. The O'Connor Furniture Company carries one of the heaviest stocks of furniture, carpets, rugs, matting, linoleums, stoves, etc. etc. to be found in the city and four clerks are employed at all times and during some seasons it is found necessary to augment this selling force. Mr. O'Connor maintains a large warehouse in which he stores an immense stock. For a great many years he has been regarded as a business man of splendid parts

and he will make a specialty of this. Already he has begun to add to the business the Santa Rosa Grocery has been doing and if present indications can be relied upon he will meet with splendid success in Santa Rosa.

## CENTRAL MARKET

The Central Market at 415 Fourth street has gained for itself since it opened for business a little more than a year ago, a reputation for handling the best and freshest of groceries. C. A. and A. L. Bertolani are the proprietors of this market. They are progressive, enterprising and industrious and are modern and up-to-date in all their methods. Prior to entering business here Mr. A. L. Bertolani was engaged in business in a similar line in Stockton, while Mr. C. A. Bertolani has been known for a great many years to the people of Santa Rosa. This firm deals extensively in groceries, fruits, vegetables and dressed

with all the machinery necessary to do the very highest grade work. He takes special pains that all jobs taken to his shop receive his careful, personal attention and that they do not go to the patron until they are up to the high standard he sets for himself. Mr. Tobias, since opening his business here, has been one of the most useful, successful citizens of Santa Rosa.

## F. R. MEAD

Among the "knights of the horse-shoe" in Santa Rosa none are more deserving of praise for efficient work than the gentleman named above. Mr. Mead has been engaged in this line of activity for the past four years and has been successful in building up one of the very best patronages in this section. His shop is located at 320 Fourth street and was formerly conducted under the firm name of Mead & Donovan. The latter left the business in July of last year. A man who has spent many years of practical work in his line, Mr. Mead is in a position to render to his patrons service that is up-to-date. He makes a specialty of horse-shoeing, accomplished in a scientific manner, and rubber tire setting, but does not confine himself to these lines, as he does all kinds of general blacksmithing. His shop is equipped with machinery required, and no matter what the job of blacksmithing you have he will turn it out in a manner that will be entirely satisfactory to you and a credit to himself. During the four years he has been in business here Mr. Mead has held the confidence and esteem of our business interests.

## ROSE CITY SODA WORKS

Within the recent years the bottling of beverages of all kinds has come to be an important business in every city and community and the demand for carbonated beverages is increasing from season to season. In the Rose City Bottling Works, Santa Rosa possesses a plant that is up to the high standard set even by the larger works in the centers of population. This plant was established five years ago by Mathews & Roberts, but for two and a half years Mr. James L. Roberts has been the sole proprietor and manager. Prior to coming to this city Mr. Roberts was engaged in a similar line in San Jose where he made a great success. The Rose City Soda Works is equipped with all the latest machinery used in carbonating and bottling. The beverages that are sold are daily increasing in popularity and the long list of stores which purchase these goods is a representative one. Mr. Roberts does not confine his territory to Santa Rosa, but covers the entire county. In fact his wagons, three in number, cover the central part of it. The chief products of this establishment are the Rose City Ginger Ale, Cream Soda, Queen Charlotte, Seltzer, and the famous Shasta and Bartlett mineral waters, oyster cocktails and carbonated drinks of all kinds. The prompt service and fair dealing of this concern has been a potent factor in its success. Mr. Roberts is a popular young business man who is prominent in fraternal circles. He is a past president of the Eagles, is a prominent Elk, Native Son, and a member of the Royal Arch. He is making Santa Rosa a splendid booster, is a member of the Chamber of Commerce and well deserves the success he is achieving.

## E. HARDEN

Twelve years ago Mr. E. Harden in a small way entered the grocery business in this city. His qualities were



Scenes at the Annual Rose Carnival in Santa Rosa

who employs the most progressive methods, both in his business and his civic relations.

## SANTA ROSA GROCERY

Particular buyers are careful that the goods they use in their kitchens come from an establishment that is kept scrupulously neat and clean. In these latter days great stress is laid on pure foods, a fact which Mr. J. A. Hamilton fully appreciates. This gentleman has laid in a stock of the very finest staple and fancy groceries, spices, and provisions that it is possible to obtain and is conducting a strictly first class and up-to-date grocery house. For the past eleven years he has been known as one of the prominent ranchers of this county, his place being located near Sebastopol. He has had extended experience in the grocery business and has always made a marked success of everything he has undertaken. A free delivery service is maintained. Aside from pure foods in the grocery line Mr. Hamilton expects to carry a full line of selected fruits

poultry. Their stock contains the very best in staple and fancy groceries, while their fruits and vegetables are always fresh and good. A specialty is made of dressed poultry and in this they are meeting with splendid patronage. The very finest of teas, coffees and spices are handled here, as well as an assortment of delicacies of all kinds. The Central Market is a strictly first class place, both as regards the quality of goods handled and its general appearance.

## THE MISSOURI SHOE STORE

The Missouri Shoe Store, located at 103 Fourth street, is, indeed, the place where you will be "shown" the very best shoes for the least money. For four years Mr. B. Tobias has been the proprietor of the Missouri Shoe Store. He carries a select line of men's and women's shoes, making a specialty of work shoes. He has had many years' experience in this business and knows how to purchase his stock to the very best advantage. He conducts an up-to-date repair shop, which is equipped



# Progressive Boosters of the City of Roses

soon recognized, however, and his business improved rapidly. When the fire of 1906 swept the city Mr. Harden lost much of his stock. However, he was undaunted by this setback and immediately moved to his barn on Ellis street in which he placed his goods, later purchasing the stock of Mr. Hall, at No. 9 South Main street. Last July this gentleman entered his present quarters at Second and Main street, having a large stock of groceries, staple and fancy, flour, feed, etc. He is an experienced groceryman who understands thoroughly every feature of the business and who caters to his patronage in a manner that given entire satisfaction. His establishment is kept neat and clean, and a free delivery service is maintained. Mr. Harden has more than doubled his stock and his business and expects this year to eclipse all previous records. He is a business man of exceptional ability and as a citizen and booster for Santa Rosa he ranks high.

## E. E. MORROW & SON

The pioneer plumbing establishment of this city is that of E. E. Morrow & Son. As far back as 1864 Mr. E. E. Morrow was engaged in this business in Santa Rosa and from that time continuously to the present he has held a leading position in this line. Twelve years ago his son, W. E. Morrow, entered the firm. Following the latest methods in sanitary plumbing this firm is doing some of the highest class plumbing work done in the city. A full and complete stock of plumbing supplies is carried and metal work of all kinds is done. Four men are regularly employed in the business, which is daily increasing. Mr. E. E. Morrow has long been one of the leading citizens of Santa Rosa, having served two terms as councilman and in other ways the people of the city have expressed their confidence in him. The firm is a member of the Chamber of Commerce and both are prominent in fraternal circles.

## M. SUGARMAN

We wish to mention particularly the store conducted by Mr. M. Sugarman at 120 Fourth street. Mr. Sugarman makes a specialty of new and second hand hardware, paying especial attention to water pipe and machinery. If you can't find the article you want at other establishments, a call at this store will result in your obtaining it. For three years Mr. Sugarman has been engaged in this business in Santa Rosa and each year he has added to his stock and materially increased his business. His chief line is pipes and machinery and his main side line is junk of all kinds. He pays the highest cash prices for iron, brass, piping and all kinds of second hand hardware.

## ELITE HAIR DRESSING PARLORS

The scientific care of the scalp and hair has within the past few years become a profession that occupies an important position. The Elite Hair Dressing Parlors of this city are the most modern and best equipped in the city. Mrs. C. Vineyard and Mrs. M. Badger are the ladies who are making a splendid success in this business. They established their parlors about six years ago and have been in their present location for the past year. Electrolysis, hair and scalp treatment, shampooing, hair dressing, bleaching, dyeing, massage and manicuring are done here in the best and most scientific manner. The parlors are elegantly appointed, comfortably furnished, and attractive in every way. Their prices are exceptionally reasonable



Type of Santa Rosa Home

and their courtesy and evident desire to please all who call on them has caused their parlors to be exceptionally popular with the fair sex of this city.

## THE FASHION STABLES

In dwelling upon the merits of Santa Rosa's leading business institutions, prominent mention should be made of the Fashion Livery Stables, conducted by William Hockin & Sons, at 15 Main street. For twenty-four years Mr. William Hockin has been engaged in the business in this city and during that entire time his stables have been the most popular and the leading ones in this city. In fact, they are, perhaps, the largest livery and feed stables north of San Francisco, as they cover a space 100x300 feet and can easily accommodate on an average one hundred head of horses. This firm always has on hand about thirty equipages of various characters, including buggies, surreys, carriages, three seaters, etc. Hacks are always at the service of the public at all hours. The animals that are left with the Fashion Stables as boarders are given the same careful attention that Messrs Hockin accord their own. A general buying and trading business is also carried on and this firm is a heavy shipper of horses. Courteous treatment, prompt service and reasonable prices characterize the dealings of the Fashion Stables and place them well in the fore of the popular establishments of this character in the county.

## A. D. SKINKLE

It would be necessary to seek far to find an establishment that in exterior and interior appearance excelled the confectionary store and ice cream parlor conducted by Mr. A. D. Skinkle at 619 Fourth street. A little more than a year ago Mr. Skinkle purchased the store of C. T. Sherman, which has been known to the people of this city for a number of years. Coming from San Francisco, where he had been engaged in similar business, Mr. Skinkle perhaps does the most extensive business north of the city. Six persons are given constant employment. All of the candies, ices, ice creams, sherberts and delicacies served are manufactured here and are

the purest and most delicious that skill and care can produce. A modern sanitary soda fountain is installed and from it are dispensed delicious and refreshing beverages. The fixtures in Mr. Skinkle's establishment are the very best in modern store practice. Solid plate glass show windows are installed throughout, a wide expanse of mirror display adds to the general attractiveness and the decorations, together with the tile floor, gives it a most up-to-date and prosperous general appearance. The ice cream parlor, one of the pretties in the city, is an especially attractive feature of this store and is one of the popular gathering places for the young people of the city. Judged from every standpoint Mr. Skinkle's establishment is a credit to Santa Rosa and he is to be congratulated on the success he has attained.

## A. A. MALLORY

The shop which is conducted under the firm name of A. A. Mallory, but which for five years has been owned by J. T. and J. K. Mallory, is the largest and best equipped works in the city and doing a major portion of the work of the county. This firm deals in buggies and wagons, many of which are shop made and which bear the reputation of being the finest vehicles to be procured in the county. Messrs. Mallory use only the very best and strongest materials and the workmanship they put into their vehicles is up to the highest standard. In addition they handle all kinds of blacksmith supplies, hardwood, etc. These gentlemen are also agents for the Thor Motor Cycle. They have lived in this city for years, attended the public schools here, and though they came from Missouri as children, they claim Santa Rosa as their home.

## SANTA ROSA BAKERY

Convenience of location, wide acquaintance in the city and county, and the knowledge of the superiority of his product, have centered on the Santa Rosa Bakery, owned and operated by J. G. Wieland, much of the most desirable trade of the city. Mr. Wieland first entered business in Santa Rosa more than twelve years ago. Sanitary conditions and the using of pure and wholesome ingredients in the making of bread and pastry have come to be

important factors in modern times. Mr. Wieland thoroughly appreciates this fact. The ovens and equipment of this bakery are up-to-date in every respect. The bread, cakes, pastry and delicacies have a well merited reputation and the list of customers is growing rapidly. Everything that the modern bake shop commonly turns out can be found here. In addition a coffee parlor is maintained. This is one of the most popular establishments of its character in the city and Mr. Wieland, who is an able business man and loyal booster, well deserves the success he has attained.

## HARRY K. KAGEE

There is no longer any question as to the employment of a tailor, for clothing made for nobody in particular fits nobody in particular. Among the popular artists in this line of endeavor is the well known gentlemen's tailor, Mr. Harry K. Kagee, whose establishment is located at 436 Second street. Mr. Kagee came to Santa Rosa just prior to the earthquake and immediately after that catastrophe opened his shop in this city. He is now recognized as one of the leading tailors in the city and caters to the very best trade. He carries in stock a full assortment of samples and orders his goods direct from the leading houses of the Pacific Coast. Having had many years experience in his chosen line, his garments have a peculiar style and finish that mark them as superior to the ready-to-wear clothing that is handled in the stores. In addition Mr. Kagee does repairing, altering, cleaning and pressing and in this department is doing a splendid business.

## THE CASH CYCLERY

This business was established twelve years ago by Mr. H. E. Hulbert, and since his death has been owned by Mrs. Hulbert. For the past two years Mr. E. E. Duncan has been the manager of this cyclery and since he has had active supervision of the affairs of the business it has increased rapidly. The Cash Cyclery handles a large number of the most popular makes of bicycles and in addition is agent for the famous Excelsior Motor Cycles. The Racycle is, perhaps, the most popular wheel for which this concern is agent and many of them have been sold here. A full supply of bicycle and motor goods is always carried. The repair department is the best equipped and most up-to-date in the city and the work done here has been so satisfactory during the past few years that the major portion of the business in this line is taken to this house. Mr. Duncan, the manager, is a thoroughly experienced and skilled mechanic and has made a careful study of the bicycle business, and is, therefore, in a position to cater to all your wants in this line.

## PETE CARETTO

Within the past few weeks there has been added to the business interests of this city a new tailoring shop which is owned by Mr. P. Caretto. It is located on Fourth street and is one of the best equipped shops in the city. Only the very best wools are handled and the fabrics are of the latest patterns. Mr. Caretto expects soon to add a ladies' tailoring department in which the very best of ladies' tailoring will be done. The repairing department and the cleaning, pressing and dyeing departments are receiving especial attention. "Your clothes will look like new when we get through," is a motto Mr. Caretto follows and the excellent work he turns out is the very best evidence he adheres strictly to it.



# Prominent and Enterprising Men

## BARNETT & READING

The oldest established and one of the largest real estate concerns in Santa Rosa is that of Barnett & Reading, whose splendid appointed offices are located at 629 Fourth street. C. D. Barnett and George J. Reading form this firm and for 28 years this firm has been engaged in the real estate and insurance business in Santa Rosa. From the beginning they have been successful business men, of far-seeing judgment and keen ability. Their reputation throughout the county for honorable dealing and upright treatment of patrons is an enviable one and gives us ample reason to recommend them unqualifiedly to the readers of this edition. Mr. Barnett and Mr. Reading conduct a general real estate and insurance business, handling any kind of property, either country or city, buying and selling, renting and collections. They are handling at present the Barnett & Lemmon tract, located south of Fulton and the Irwin tract of 160 acres. These tracts are being sold in five and ten acre plots and form some of the very best bargains in realty that are being offered in Sonoma county today. In addition to these, this firm has listed property of all kinds—to suit any customer, whether he is seeking an investment or a home. During the twenty-eight years this firm has been in business in Santa Rosa, Barnett & Reading have been instrumental in bringing many settlers to Sonoma county and many of our most substantial citizens today were influenced to invest here by this firm. Several of the oldest and strongest fire insurance companies in the United States are represented by Barnett & Reading and in the insurance line they have done their full share of the business of the county. During the last five years they have paid \$269,093.10 fire losses in Santa Rosa. Conversant with realty values in this section, men who would not stoop to misrepresentation and having the general welfare of the city and county in view, this firm is, perhaps, the best qualified to give authentic information to prospective buyers. Both of these gentlemen are prominent in public affairs and have long been looked upon as being among the most valuable boosters for the city and county.

## F. BERKA

One of the leading lumber and building material concerns of Santa Rosa is that conducted by F. Berka, and for 25 years this gentleman has filled an important position among the business men of this city. He has made it an aim in his business to give the people the very best service and to supply lumber and building material at the lowest possible prices. During the past few years there has been a great building boom in Santa Rosa and the demand for lumber and building material has been great, but despite this enormous demand, Mr. Berka has at all times met the demands of the city and surrounding country. The yards and office of this concern are located at Eighth and Wilson streets and cover a block and one-half. On an average employment is given eight men in the yards and in handling the teams. Mr. Berka handles all kinds of lumber, sash, doors, windows, lime, cement, building paper, and, in fact, all the materials that are required in building. He cheerfully furnishes estimates as to the cost of material in any building, no matter whether it be large or small. A business man of splendid qualities, possessing the highest principles, and especially the

quality of progressiveness, properly tempered with conservatism, he is held in high esteem in Santa Rosa. His standing as a citizen is best shown by the fact that he at one time was a member of the city council, being elected a councilman-at-large for 8 years. Mr. Berka has ever been interested in the growth and development of the city and county and has done his full share in bringing it about.

## A. TREMBLEY & CO.

The carriage and implement house of A. Trembley & Company is one of these fortunate institutions that adds to its reputation for fair dealing the fact that it carries a stock that is absolutely necessary and essential to a section such as Santa Rosa is the trading center for. Mr. A. Trembley established this business eighteen years ago and it has always, from its inception, been one of the leading establishments of its character in Sonoma county. The store and carriage repository is located at Third and B. streets. This company deals extensively in all kinds of farm implements and gas engines. A specialty is made of such leading makes as the Moon, Banner and Bain wagons and implements. Mr. Trembley is the active manager of this business.



Masonic Temple in Santa Rosa

## ENTERPRISE COFFEE COMPANY (Flagler's)

The largest, finest and best stocked coffee and crockery establishment north of San Francisco has its home in Santa Rosa. We refer to the Enterprise Coffee Company (Flagler's) which occupies such splendid quarters at 420-422 Fourth street in this city. For the past three years Mr. J. C. Hardin has been the active manager of this company, though the company has been doing business in this city for a great many years. The Enterprise Coffee Company occupies spacious and attractive quarters, the store having 4400 square feet of floor space. The fixtures are of the most approved and up-to-date design, while the large display windows are decorated in an attractive manner. This company makes a specialty of coffees, teas and spices, but in addition carries the most complete crockery line in the entire city. Here the most elegant dinner sets can be obtained, as well as everything that is required in the dining room. Glassware of all kinds is also handled, as well as kitchen utensils. The coffees, teas and spices handled by this concern are up to the very highest standard, it being the constant aim to handle only those goods that will give entire satisfaction and that have a reputation

for purity and wholesomeness. The coffee sold here is roasted daily by experts who thoroughly understand their business and under the most modern and up-to-date conditions. Mr. Hardin, the manager of this splendid store, is to be congratulated on the success he has attained, and it has largely been due to his splendid qualities as a business man that the present heavy patronage enjoyed by his store has been built up.

## SONOMA CO. ABSTRACT BUREAU (Searcher of Records)

The value to a community of a thoroughly reliable and progressive abstract company cannot be over-estimated. In this age of fine points and technicalities in law, the purchaser of real estate cannot feel secure in his possession until the title has been vouched for by some reliable institution whose business it is to correctly trace and set out the various changes in ownership. In this respect Sonoma County is to be congratulated on the possession of such an institution as the Sonoma County Abstract Bureau. This company was established in 1885 and was incorporated in 1887. It was first established by Swett & Crane and was incorporated by J. W. Ragsdale and the business was later

copy of the official records and is authentic and correct in every detail. A fire and burglar proof safety vault is maintained in this office in which are placed the records and books. Elegantly furnished and appointed this establishment presents an attractive appearance and has a general air of prosperity and affluence that is a credit to the city and the company. In close touch with the progress of the community, the members of this company, are naturally enthusiasts for the promotion of anything calculated to advance the general welfare, and always may be found ready to assist in any worthy movement for the improvement of the city and county.

## SANTA ROSA BOTTLING WORKS

The pioneer bottling works of Santa Rosa and one that is today doing a large part of the business of this county is the Santa Rosa Bottling Works, which is owned and conducted by Mr. J. W. Hudson. This gentleman entered this business here twenty-four years ago and since that time has built up a splendid business. When he first opened his works they little compared with the splendidly equipped plant of today. On an average four people are given employment and two wagons are utilized for delivery purposes. Mr. Hudson manufactures all kinds of carbonated beverages and soft drinks, and turns out such a superior grade of goods that the long list of stores which patronize him throughout the county is growing daily and his many satisfied customers in the city are increasing. Upright treatment, the selling of a superior grade of goods—the best it is possible to manufacture—and courteous treatment, have been instrumental in building up this large and well equipped bottling works. The success Mr. Hudson has attained is the best evidence of his ability as a business man. For a great many years he has been looked upon as one of the influential citizens of Santa Rosa and as a booster and worker for his city.

## DR. ADA B. SISSON

As representing the popular branch of therapeutics known as osteopathy, Santa Rosa is fortunate in the possession of the services of Dr. Ada B. Sisson, one of the most prominent osteopathic physicians in this section of California. Devoted to her profession, possessing absolute faith in her school and keeping abreast of the advance in science Dr. Sisson, is, perhaps, the best equipped osteopathic physician in Santa Rosa. Dr. Sisson is a graduate of the American School of osteopathy at Kirksville, Missouri, the original school founded by Dr. A. T. Still in 1874, and prior to taking up her practice in this city had offices in San Francisco, Oakland and San Rafael. For the past eleven years, however, she has been practicing here and the efficacy of her treatment, and her kindly administrations to her patients has won for her a large circle of admirers and well-wishers. Her offices are located in the Santa Rosa Bank building, rooms 410-411, and are handsomely furnished and equipped with every convenience. In fact, these are, perhaps, the best equipped offices north of San Francisco. Dr. Sisson was the first osteopathic physician to open offices here and the treatment, which is rapidly being recognized by the medical world as most effective, is becoming popular with the people of this city and county and monthly the confidence in it is being strengthened by cases under Dr. Sisson's care that prove exceptionally successful.



# Men Who Attained Success in Santa Rosa

## INDEPENDENT OIL COMPANY

There is a great demand for oil in Sonoma County for fuel purposes, due in a large measure to the fact that there are such a large number of chicken ranches located here and that hundreds of incubators are used. One of the firms in this city that is doing a great portion of this business is the Independent Oil Company, located on Roberts avenue, which is owned and conducted by Mr. L. G. Bonar. This gentleman was formerly associated with Mr. Ball in this business, but about six months ago purchased his interest and has since that time conducted the business himself as sole proprietor. Mr. Bonar is a retail dealer in refined products of Eastern petroleum and makes a specialty of the highest grades of coal oil, distillate, gasoline, lubricating oils and compounds. He operates two wagons at all times, and during some seasons of the year more are found necessary to care for the trade. He makes a specialty of a grade of Eastern oil that is used almost exclusively by the chicken men in their incubators. He delivers to any part of the city or country free and orders are given prompt attention. The success Mr. Bonar has attained marks him as a business man of exceptional ability. He is looked upon as one of the successful, substantial business men of the city.

## SKAGGS' GROCERY

In one of the choicest residence sections of Santa Rosa will be found Skaggs' Grocery, which is one of the best known establishments of the city. Mr. Skaggs has been engaged in business here for twenty-eight years and is recognized as one of the prominent business men of the community. He handles staple and fancy groceries, as well as vegetables and fruits in season. A free delivery service is maintained, a feature which makes his store especially popular with the people of that section of the city. Mr. Skaggs is a successful, substantial business man and useful citizen.

## ROSE MOUND NURSERIES

The leading nursery of Santa Rosa—not excepting the Burbank Gardens, which are devoted to experimental purposes—are the Rose Mound Nurseries, whose offices and salesyards are located on Roberts avenue. B. C. Kinley and his son, N. B. Kinley, are the proprietors of this business. Mr. Kinley, who comes from a family that for more than a century has been engaged in the nursery business, began his business career in Santa Rosa fifteen years ago. Mr. N. B. Kinley has been a partner in the business for four years, but for several years prior to that time he was familiar with the business. The nursery proper is located at Graton, where 200,000 trees of every variety, are planted. This is one of the largest nurseries in this section of the state, and contains some of the finest trees that agricultural skill and science can produce. While a specialty is made of prune and apple trees, they by no means comprise the stock. Fruit trees of all kinds, shade trees, grape vines, berry vines, blue gums, cypress, rhubarb, asparagus, field grown palms, roses, house palms, green house plants, bulbs, carnations, ferns and potted plants are among the varieties handled by this concern, but this list is incomplete. Southwest from Graton Kinley & Son own sixty acres devoted to experimental purposes and some of the finest trees that are now in the orchards of Sonoma county were produced there. This company, which has established a wide

reputation throughout the state, sells in all counties of California, but pays special attention to the local patronage. Both Mr. B. C. Kinley and Mr. N. B. Kinley have made a marked success in a business way and as citizens they are recognized as being among the leading of Sonoma county.

## J. P. FITTS

Mr. J. P. Fitts is one of the leading lumber dealers in this city, and for thirty years, or more, he has been engaged in this highly important line of business. He employs in his yards several persons and has several teams for hauling purposes, and his patronage comes from every section of the county. He deals extensively in lumber shingles, doors and sash, window frames, lime, cement, etc. There is nothing required in the construction of an ordinary building that cannot be procured at his yards and he cheerfully makes estimates on the cost of materials. The yards are located at College avenue and Chinn streets. It has been the policy of Mr. Fitts to sell his lumber and building material at prices that are exceptionally low and reasonable, and those who have dealt with him during the many years he has been engaged in business here give him the reputation of conducting his business on a high plane. He has made a splendid success and is one of the most prosperous and substantial business men in this section of California. As a citizen he ranks high and has been influential in the unbuilding of Santa Rosa and Sonoma county.

## HOTEL LA ROSE

Situated directly across from the Northwestern Pacific depot, occupying one of the most substantial and attractive buildings in the city, and enjoying a splendid patronage, will be found the Hotel La Rose. The building which the hostelry occupies was erect-

ed at a cost of \$35,000 and is constructed of stone and reinforced concrete. Mr. B. Bettini is the proprietor of this hotel and he has made a splendid success of it. He conducts a really first class house, giving his guests the best possible accommodations. There are forty large rooms, all of which are comfortably furnished. The rates are \$1.25 per day and up, with a special rate for persons wishing accommodations by the week or month. Mr. Bettini also conducts a bar in connection with his hotel, which is well fitted out and furnished. He serves the choicest of wines, liquors and whiskies, as well as cigars and tobacco.

## DAVIS & GILMAN

One of the leading real estate firms in the city today, and one that is enjoying a flourishing business is that of Davis & Gilman. Mr. T. J. Davis and Mr. P. E. Gilman form this firm, both of whom are well known in Santa Rosa as business men of keen ability and acumen. Prior to entering this field of activity Mr. Davis was for years engaged in the well-boring business in this section, and by reason of this he is thoroughly conversant with the various soil formations of Sonoma county and is in a position to give authentic and valuable information concerning the various localities. Mr. Gilman was for twenty-three years with Keegan Brothers, the well known clothiers of this city. Mr. Davis entered the real estate business here about two years ago and Mr. Gilman entered the firm about a year ago. This firm is handling the Kuhn project, which comprises several thousands of irrigated land in the Sacramento valley, but their specialty is Sonoma county and Santa Rosa property. Since entering business they have sold more than \$100,000 worth of property, a splendid showing. They are at present handling the Davis & Gilman tract, situated three miles from the city,

which is being sold in five and ten acre plots. They represent the Oak Grove people in the sale of property in that tract. They are constantly in communication with persons in the East who contemplate coming to California to make their home and constantly new settlers are brought here through their instrumentality. Both Mr. Davis and Mr. Gilman are splendid business men, of excellent and far-seeing judgment and progressive ideas. They are ardent and persistent boosters for Santa Rosa and Sonoma county.

## GERMANIA HOTEL

The Germania Hotel at 105, 107, 109 Fourth street has for many years been one of the popular hostelries of Santa Rosa and within the past few weeks, since the new proprietor, Mr. Karl Schmid, assumed management, its popularity has been enhanced in a large measure. Mr. Schmid came to this city from San Francisco where he has been for the past four years. Before coming to America, however, Mr. Schmid was in the hotel business in Europe and is therefore in a position to give the patrons of his house the benefit of a long experience, both in America and the old country. The Germania Hotel has thirty excellent rooms, which are kept in a splendid manner. The dining room is one of the chief features of this house. Mrs. Schmid presides over this department, and in the kitchen and dining room only white help is employed. It is the purpose of Mr. Schmid to give his guests home cooking of a kind that will cause them to consider themselves favored in being guests of the Germania. The rates are \$1.00 per day and up, and a special rate of \$5.00 per week is made regular boarders. A bar is maintained in connection at which only the very best of wines, liquors and beers are served. Cigars, both imported and domestic, are also sold here.



Corner Fourth and B Streets, Santa Rosa



# Hustlers and Boosters of the City of Roses

## BROWN'S POULTRY EXCHANGE

One of the leaders in the poultry line is Mr. George L. Brown, who four years ago opened his exchange in this city. In Petaluma he was engaged in similar business and for four years after coming to this city was engaged as a buyer for a firm in this city. But his ambition caused him to branch out into business for himself. One of the most experienced and expert poultry men in this section he has built up a trade with the ranches of this county that is second to none. He believes in giving a fair and square deal, a thing that the farmers have learned, and for this reason he deals with many of the leading ranchers. Mr. Brown pays the highest cash prices for poultry and eggs and exchanges currency for

Sobrate Park, located in Richmond, and is selling desirable business and residence property in that park at prices that offer splendid opportunity for investment. He is also agent for the North Cragmont property in Berkeley. He has, since opening his office here a year ago, sold some of the best bargains in the county and he has listed at this time some of the most desirable property in the city and county. The Republican can commend Mr. Duke to persons contemplating coming to this city or section as a realty dealer of the highest principle and honor, who is thoroughly conversant with real estate values in this section and who is in a position to furnish authentic and valuable information.

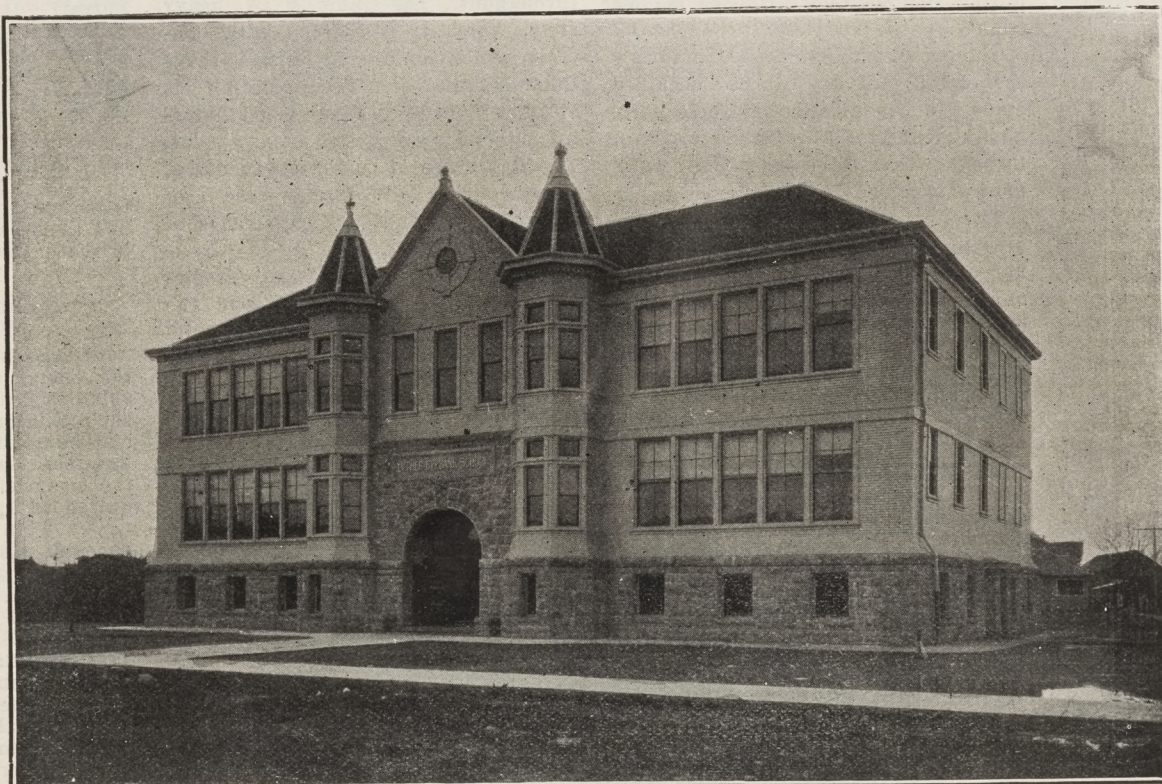
## A. J. COMPTON

Located on Roberts' avenue, one of the most traveled highways leading in to Santa Rosa, will be found a blacksmith shop that is affording the ranchers who enter the city from that direction, and the people of that section the best possible facilities in that line. Mr. A. J. Compton, the proprietor of this shop has been engaged in the general blacksmithing business in Santa Rosa for a period covering twenty-five years and has gained a reputation as an expert and skilled mechanic in his line. He does general blacksmithing of all kinds, including wagon and carriage work of a superior kind. Mr. Compton is an expert wagon maker and in the repair department he accomplishes excep-

suit the small but cozy home or the pretentious residence. The success Mr. Hawley has attained is the best evidence that he possesses the qualities that make for prominence in the business world.

## DAN BEHMER

For the past thirty-five years this gentleman has been in business in this city, though for a time he gave up his store to engage in the building of cottages on his property. Mr. Behmer constructed and sold several homes in Santa Rosa and is an extensive holder of real estate in this city. His store is the best stocked gun and sporting goods establishment in the city and here the hunter or nimrod



The New Burbank School, Santa Rosa

scores of coops of fowls which he ships to his market in Oakland, which is managed by his son, Claude D. Brown. Aside from dealing extensively in live poultry Mr. Brown also handles dressed poultry of all kinds. His establishment is located at 706 Fourth streets and the Oakland store at 728 Sycamore street. He originated the poultry tonic and vermin exterminator known as B & M, which has no equal.

## GEORGE F. DUKE

There is no real estate dealer in this section of the state who is better qualified to take care of property or put through a deal more advantageously than is Mr. George E. Duke, whose offices are located at Fourth and Wilson streets. Treating his patrons with absolute fairness, Mr. Duke is a real estate man in whose hands the most particular home or investment seeker may feel perfectly safe. Mr. Duke opened his office in this city about one year ago and in addition maintains offices in Berkeley and Oakland, where he has extensive property interests. He is also connected with a realty syndicate in Berkeley which handles some of the most desirable property in that growing city. Mr. Duke is the owner of

## PANAMA-PACIFIC

On January 15th there was opened in this city a new house of call that is one of the most up-to-date and modern saloons in the city. That the proprietor, Mr. Z. Arrigoni, is right up to the times is indicated by the fact that he selected the name "Panama-Pacific" for his house, and though it was not decided that California was to have the fair when he opened his place, his confidence in the state and her metropolis caused him to select the name—and his judgment was unerring. Mr. Arrigoni came to Santa Rosa from Fort Bragg, where for five years he was engaged in the same business and where he made a marked success. His saloon has been entirely remodeled, painted and fitted out throughout, and presents a most attractive appearance. The fixtures are of the latest design and the furnishings and decorations are excellent. Mr. Arrigoni is an experienced saloonman who for many years has catered to the public and he knows just what is required to make his house popular. He handles the very best of wines, liquors and cigars and serves only the purest and most refreshing beers. He is a courteous, genial gentleman, and all who enter his saloon are accorded a most cordial welcome.

tionally good work. He makes a specialty of horseshoeing—done in a scientific manner. He has studied the care of the horse's feet and knows how to set the shoes to the best advantage, as well as correcting and defect in gait. His shop is equipped with all the tools and machinery necessary to the business and is one of the most up-to-date in the entire city. He is a progressive, public spirited citizen who is keenly interested in the growth and development of Santa Rosa and Sonoma county.

## D. K. HAWLEY

Mr. D. K. Hawley, who conducts an up-to-date establishment at 407 Mendocino avenue, prior to entering business for himself, in March, 1910, was employed in this city for a period covering ten years, and it is thus apparent that his experience has been extended and varied. He makes a specialty of paperhanging and painting and in addition at his store he carries a full and complete line of wall paper, paints and varnishes, and many other supplies incidental to the business. His stock is one of the largest as well as one of the best selected and assorted in the city and from it can be chosen anything in wall paper—to

will find everything he requires for his outing during the summer months. He carries a splendid line of shot guns, rifles and revolvers, and in addition has a full and complete stock of gun supplies of all kinds. His line of fishing tackle is the best in the city. General sporting goods of every character is a specialty with Mr. Behmer.

## COON & BENT

An establishment that is exceptionally popular and that is holding one of the heaviest patronages in the city is that of Coon & Bent at 636 Fifth street. This firm was established fourteen years ago and has always been recognized as one of the leading ones in Santa Rosa. Aside from carrying a splendid line of new furniture and household goods, this firm deals extensively in second hand goods. This gives the people of Santa Rosa an opportunity to dispose of furniture, hardware, stoves or other articles they might otherwise assign to the attic. Second hand goods are applied to the purchase price of new goods, thus enabling one to make an exchange. The stock is full and complete and includes everything in the furniture line.



## SONOMA COUNTY TOY AND NOTION COMPANY

Realizing the necessity of a toy and notion store that would meet the demands of the people, Mr. John G. Dont opened here in September, 1884, a store that has since been the emporium for the children and grown-up folks of this city who required holiday goods. This store makes a specialty of toys and notions and no matter what you want in this line you will find it—whether it be during the holidays or not. The stock is full and complete and is well displayed. The patronage accorded this establishment is excellent and Mr. Dont's judgment has been vindicated. This gentleman came here from Nebraska in 1875 and since that time he has been one of the leading business men of the city and one of the most influential citizens.

## GEORGE A. DOHN

"The world moves and so do we," says Mr. George A. Dohn, proprietor and manager of Dohn's express and storage company. This gentleman entered business here ten years ago, and though at first he did not possess the equipment of today, his business grew and developed from the inception and he is now one of the leading transfer men of the city. He conducts a general storage and transfer business. His wagons meet all trains and baggage is delivered to any part of the city. By telephoning this office, No. 161, you can have a wagon call at your residence whenever you find it necessary to take your baggage to the depot and check it to any destination you may desire, thus saving time and worry. Piano moving is a specialty with Mr. Dohn. He is equipped to do any kind of piano and furniture moving and the persons whom he employs to aid him are experienced and careful in this work.

## O. K. SALOON

Both Mr. Cavagna and Mr. Fenaci are experienced saloonmen who believe in giving their patrons the best that their money can buy, and who, through good-fellowship and geniality, have made hosts of friends in this city and county. The patrons of the O. K. know that when they enter here they will be greeted pleasantly, served on the most satisfactory manner and their beverages will be the best on the market. Old Judge whiskey is a favorite here, while Grace Brothers' Enterprise and several other leading brews of beer are handled. As business men and citizens the proprietors of the O. K. are progressive.

## GEORGE RISSO

Mr. George Riso, today regarded as one of the really successful business men of Santa Rosa, came here about one year ago and opened a store at Third street and Exchange avenue. Mr. Riso had been in business in Oakland for four years prior to coming here, and in that city made a splendid success. He deals extensively in groceries, fruits, vegetables, hay, grain feed and poultry supplies and liquors. Mr. Riso employs two persons regularly to assist him in caring for his extensive patronage and maintains a free delivery service. In the spring he expects to enter the egg business in an extensive way and will be in a position to purchase all the eggs that the ranchers of this section will bring him. He makes a specialty of family liquor trade, and handles the very purest of wines and liquors. A business man who has made a study of the wants of his customers and who knows every detail of the grocery line, Mr. Riso is meeting with a success here that is highly satisfactory to himself and that shows clearly that he possesses excellent business qualities and that he deals fairly with his patrons. Since coming to Santa Rosa he has taken an active interest in civic affairs and especially those that have tended toward the betterment of the community in general.

## Sonoma County Court House Is One of the Finest in Entire West

Magnificent Building was Erected at a Cost of Half a Million Dollars, and Stands as Irrefutable Evidence of the Splendid Prosperity of the County

Santa Rosa, the county seat, and Sonoma County, are particularly proud of the magnificent Court House, which stands in this city, and which is one of the finest public buildings in the entire state.

A little Court House history will not be amiss in this edition, as considerable interest attaches to the building of the various Court Houses of this county.

The present magnificent structure is the eighth building to be occupied since the organization of the county government in 1851. Only three of these, however, have been of a permanent character.

The first permanent building was erected in 1856 and stood at the corner of Fourth and Mendocino streets on the site now occupied by the Exchange Bank. This structure served its purpose until 1884, when a magnificent building was erected at a cost of

\$125,000 and a Hall of Records at an additional cost of \$35,000.

The present building was constructed at a total cost of \$500,000, and is perhaps the finest Court House building in the State of California. It was begun in 1907, the corner stone being laid April 19, 1908, and is of the most substantial and solid structure throughout. The frame is of heavy steel, which is reinforced with concrete, while the interior finish is scagliola and marble. The building is absolutely fire-proof, no wood entering into its construction at any point. The floors are of concrete, the doors, door-frames and window-cases of pressed steel, and the balustrades of cast iron and marble.

This magnificent building is a distinct credit to Santa Rosa and the entire county, standing as it does as irrefutable evidence of the splendid prosperity of the county.

## T. P. KEEGAN

Formerly conducted as Keegan Brothers, but now as T. P. Keegan, the store operated under the above style is the largest clothing establishment north of San Francisco. This business was founded twenty years ago by T. P. Keegan and his brother. Mr. Morris Keegan is the active manager and under his guidance the business is expanding daily. This is an exclusive men's and boy's store. The Hart, Schaffner & Marx Clothing is handled, and the leading brands of gents' furnishings. A specialty is made of the Stetson, Mallory and Knox Hats. The best goods at the lowest prices is the motto of this concern and it lives up to it. There are 7000 square feet of floor space in the establishment and ample show windows. Mr. T. P. Keegan is one of the leading business men of the county, and Mr. Morris Keegan, the active manager, possesses rare ability as a business man and is one of the most ardent boosters for the city and county.

## THE CRYSTAL BAR

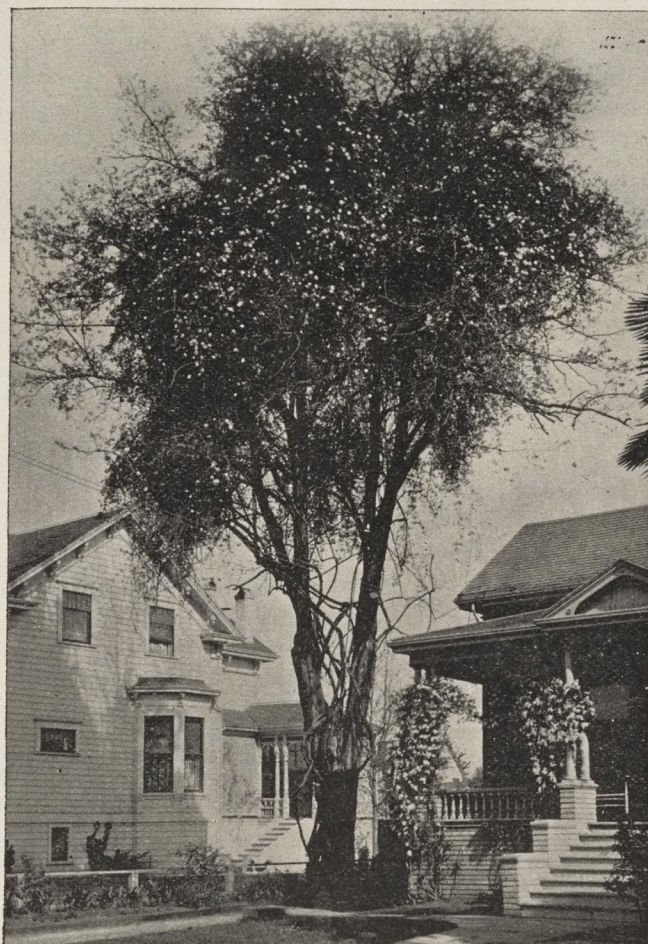
One of the leading houses of call in Santa Rosa is the Crystal Bar, which is owned by Mr. I. Trotter and Mr. T. Ferrari. It is located at 113 Fourth street and presents a most attractive appearance. These gentlemen have been in business three years, Mr. Ferrari formerly being interested in the U. S. Bar and Mr. Trotter was a tonsorialist of this city. They handle the Old Castle and well-known brews of beer. Their line of liquors and cigars is up to the highest standard and their patronage is one of the best in the entire city.

## GARDINER BROTHERS

This firm has been engaged in business here for eight years, and during that time it has manifested such a fair spirit in dealing, has given the people such genuine bargains in new and second hand furniture, that its business has increased rapidly. In addition to the proprietors two persons are required to aid in caring for the business. This firm deals in furniture, carpets, stoves, crockery, household goods and general house furnishings of all kinds. In addition second hand goods of all kinds are bought, sold and exchanged. Thus it is possible if you have furniture or other household goods around your house that have outlived their usefulness to you, to dispose of them at a profit, either by selling them outright to this firm or exchanging them for new goods. Gardiner Brothers maintain a wagon for delivery purposes and goods are delivered to any part of the city. These gentlemen have made a marked success of their business, as might be expected, as they possess splendid business qualities and are enterprising and industrious.

## GEORGE W. SCOTT

Mr. George W. Scott is perhaps the most prominent representative of the modern, up-to-date sign painter and decorator in Santa Rosa. For the past five years this gentleman has been engaged in his chosen occupation and during that time he has accomplished some of the most artistic work done in this section. At present Mr. Scott is painting an advertising curtain for the Columbia Theater, which will soon be placed in that play house. He but recently decorated the front of the Theaterette. Mr. Scott advertises and he long ago established his reputation of living up to that motto. Unlike many in the painting business, he confines himself to signs and decorating, having caught the modern idea of specialization. He is thus better prepared to give his customers better service. Mr. Scott claims Santa Rosa as his home, having attended the local schools. Since becoming identified with the business interests of the city he has attained a reputation for progressiveness and industry.



A Santa Rosa Rose Bush



# Business Houses of Santa Rosa are Progressive

## J. H. POTTER HARDWARE CO.

With twelve years of successful business life to its credit, with one of the largest and most completely equipped plants in the state, with a variety of highly important but decidedly different branches of business under its management, and with three of Sonoma county's captains of industry at its head it is no small wonder that the J. H. Potter Hardware Company is one of the leading mercantile establishments of this section of the state. For eleven years this concern conducted its business under the name of J. H. Potter & Son, but a year ago it was incorporated with the following officers: J. H. Potter, president; W. R. Potter, treasurer and S. S. Vought, secretary. There are three distinct departments to this business. First of these is the hardware store, which carries a heavy line of general builders' hardware, mechanics' tools, tin and granite ware, stoves and ranges, household goods, garden tools and steel goods, steam and garden hose, paints and oils, cutlery and, in fact, everything that is usually found in a well stocked and up-to-date hardware establishment, both in shelf and heavy hardware.

Mr. J. H. Potter gives his special attention to the hardware department, particularly to stoves and heaters. Then we find the plumbing department, which is under the direct supervision of Mr. W. R. Potter. In this department is made a specialty of scientific plumbing of all kinds. The shop is equipped with all the machinery and apparatus required to do the very highest work, and only expert-skilled and experienced mechanics are employed. Some of the biggest plumbing contracts that have been let in Santa Rosa and Sonoma County have been given to this concern and the highly satisfactory work accomplished has won for it a reputation that causes it to do the greater portion of the work in this line. Then there is the poultry supply department. Realizing that the country surrounding Santa Rosa offers unrivalled advantages to poultrymen this company placed a stock of up-to-date supplies in its store. Mr. S. S. Vought, who for many years has been engaged in the poultry business, at Pasadena and other cities, has supervision over this department. A specialty is made of fencing, incubators, oil burners, chick founts, and brooder house equipment, but all are interested in all branches and thoroughly posted on same. The J. H. Potter Hardware Company is agent for the Karl Kirfer filters, the Foos gasoline and distillate engines, Sampson windmills, Elwood fencing, Waukegan barbed wire and many other leading manufacturers. Six persons are employed aside from the officers of the company, and there are 6000 square feet of space in the store-room. This company has been one of the potent factors in the upbuilding of Santa Rosa and is one of the most influential and substantial business concerns in this section of the country. The founder of the business and those associated with him are business men of marked ability and acumen and the success they have achieved is but the result of the application of sound business principles and industry.

## MR. VOUGHT INVENTS BROODER STOVE

S. S. Vought of the J. H. Potter Hardware Company has invented a brooder stove along different lines than any heretofore produced. Having had as much experience with brooder house equipment as any person in California, he set out to overcome the objections and dangers met with in these stoves, and has met with success. This stove is fitted with an overflow pipe, thus making it impossible to flood the stove with distillate oil and allowing it to spread on the floor should the fire become extinguished. It has a horizontal body so made that it can be adjusted to any length. It stands twelve inches above the floor and is so shaped that it maintains an even heat on the chickens' backs under the stove and four feet on each side of it. The ends of the stove and the legs are made of cast iron and also the furnace inside. The flame can be adjusted instantly, either high or low, with no danger of its going out. Carbon or soot cannot collect in the oil well or the retort. In fact, it is as near perfect as a distillate oil brooder can be. One of these stoves is on exhibition in the J. H. Potter Hardware Company's store, where it is on sale. Mr. Vought will be glad to show it and explain its use and advantages.

## LAWSON-RINNER OPTICAL CO.

We are entirely within the bounds of conservatism when we state that no city in California possesses a more modern and up-to-date optical company than the Lawson-Rinner concern of this city. L. B. Lawson and John Rinner form this company. For ten years Mr. Lawson has practiced here and for five years Mr. Rinner has been associated with him. Mr. Lawson is a graduate of the Northern Illinois College of Optometry, while Mr. Rinner was formerly connected with the leading house of San Francisco. Their fitting department is equipped with the best modern appliances and they are experienced refractionists. Their factory department enables them to grind lenses. They carry a full stock of optical supplies, including field glasses and optical instruments. Mr. Lawson is a past president of the State Association of Optometrists and is prominent in fraternal circles. Mr. Rinner is a member of the Chamber of Commerce and is a substantial citizen and splendid booster.

## C. C. DONOVAN

It is generally known that the hops which are produced in Sonoma county are the finest grown in the United States and that wherever there is a market for hops that the Sonoma county crop brings top-notch prices. This industry has grown to immense proportions in this section and there has been no one person who has done more to stimulate and encourage the industry than Mr. C. C. Donovan. For twenty-one years this gentleman has been dealing in hops and during that extended period he has purchased and handled more hops than any one dealer in this section. Mr. Donovan believes firmly in the future of Sonoma county and has always been one of the most influential boosters we possess. He has his investments in this county and section, makes his home in Santa Rosa and is a substantial, influential citizen. In addition to maintaining his main office in this city, he has branch offices in Sacramento and

Ukiah and purchases large quantities of the crop produced in those sections. His splendid reputation as a business man places him in the lead of those who are engaged in the hop business, as well as ranking him high among the business men of this county. Mr. Donovan maintains splendidly appointed offices on Fourth street in this city.

## M. F. NOACK

For about four years Mr. M. F. Noack has been numbered among the successful business men of Santa Rosa and he is well in the lead of the jewelers of Sonoma county. Mr. Noack's display of diamonds, watches, clocks, silverware, cut glass, souvenirs, and novelties is an excellent one and his stock is one of the most complete in Sonoma county. All of the leading makes of watches, including Elgin and Waltham, are carried. The fixtures in this store are up to the highest standard and represent the latest ideas. A specialty is made of fine watch repairing. Mr. Noack being an expert in this line. There is no prettier jewelry store north of San Francisco than this one and Mr. Noack is considered one of the leading business men and most substantial citizens of this city and county.

## C. M. BRUNER

That the people of Santa Rosa have the aesthetic taste developed to a high degree is plainly evidenced by the beautiful art store conducted by Mr. C. M. Bruner at 426 Fourth street. When one enters this establishment he could well believe he is entering an art gallery, for the splendid display of oil paintings, reproductions, ornaments, etc., is of an exceptionally high order. But it is not alone the pictures and ornaments that add to the attractiveness, as the fixtures and furnishings are of an unusually high order. Mr. Bruner carries a splendid line of precious and semi-precious stones, among them being some fine old Italian Cameos. Mr. Bruner makes a specialty of fine gold frames and gilding. He manufactures his own frames in his workshop. Picture framing is done here in a manner that gives complete satisfaction. A full stock of art goods of every character is carried. Mr. Bruner has been engaged in this business for twenty years and has always been considered one of the leading business men of the city and county.

## MARY JESSE HOSPITAL

An institution that occupies a prominent and important position in Santa Rosa is the Mary Jesse Hospital, which was established here two years and two months ago by Mrs. Mary Jesse. This hospital is located at the corner of Fifth and King streets, and is one of the best equipped institutions of the character north of San Francisco. It was established with a view to giving the people of this city and section every facility known to modern times—and to put at their disposal the services of skilled nurses and hospital treatment at rates that were within the reach of all. Mrs. Mary Jesse is the matron of the hospital, while Miss B. E. Jenkins is the head nurse. Miss Jenkins came here from St. Thomas' in San Francisco, from which institution she graduated and where she received splendid training. The Mary Jesse Hospital is open to all physicians, and Dr. Jesse is the resident physician, his services being at all times available in case of emergency. This hospital is equipped with the finest operating and X-ray rooms of any city outside of San Francisco. There can be accommodated at this institu-

tion twenty-five patients. Aside from the main building, a cottage is utilized as the nurses' home, and also affords accommodations for patients. All kinds of cases, with the exception of contagious ones, are accepted here, the facilities for handling either medical or surgical cases being ample. The rates are \$17.50 per week and up. This is a training school for nurses and at present there are six in training.

## MUTHER & SON

The pioneer in the cigar manufacturing business in Santa Rosa is Mr. Frank Muther, who, together with his son, conducts one of the most up-to-date establishments in this city. He entered business here in 1877 and for the past thirty-four years has been making a superior article. The store and factory are located at 513 Fourth street. The chief brands are Golden Crown and F. M., the former a ten cent and the latter a bit cigar. Though when he entered business it was in a comparatively small way, his industry and sound business principles caused his business to grow rapidly and though suffering two set-backs, one on account of the fire of 1906, he is today a leading cigar dealer of the city. He carries a full line of smokers' supplies and does a jobbing business in Santa Rosa and the surrounding territory. Mr. Muther has been prominently identified with public affairs for several years and has been Chief of the Fire Department for several years, a position he has held with credit to himself and the city. He is prominent in fraternal circles and can be truly placed among the leading boosters and most public spirited citizens of Santa Rosa.

## SANTA ROSA DEPARTMENT STORE

The past twenty-five years have brought to this country much of development and marked advance in all departments of business and industry. One of the attainments of recent years is the department store. It is readily apparent that the purchasing power of a department store is much greater than the specialists in one line and hence the ultimate consumer receives his goods at reduced prices. One of the largest, most up-to-date and best patronized business institutions in this city is the Santa Rosa Department Store, which is owned and conducted by Mr. A. T. Sutherland. Prior to coming here he was in business in San Francisco and in Fulton, Missouri. This store is a busy, bustling place which gives employment to from 15 to 20 people. The lines carried are dry goods, notions, fancy goods, cloaks, suits, clothing, men's furnishings, hats, shoes, hardware, household goods, toys etc. In order to accommodate these departments, the largest number under one roof in Santa Rosa, a store room containing 7500 square feet of floor space is required. Good, dependable merchandise, representing full value for the minimum of money is the aim of this concern. The purchasing power of this store may be best shown by citing the fact that Mr. Sutherland is a member of a syndicate of twenty merchants who purchase their goods in New York, buying as if one man and each taking its full quota of the goods thus obtained. Mr. Sutherland has added several departments and has more than doubled the business. There was an increase of sixty per cent last year. The Santa Rosa Department Store is a distinct credit to the city and county and is one of the really great emporiums north of San Francisco.



# A Group of Well-known Business Men

## SANTA ROSA POULTRY ASSOCIATION

Prior to advent of the Santa Rosa Poultry Association—Fitzgerald's—12 years ago, the shipping of eggs from Santa Rosa was a comparatively small item in its aggregate business, but today it is one of the chief industries of the city. The Santa Rosa Poultry Association is an organization of Poultrymen who market their own product, at whose head are the following well-known and able business men: D. H. Fitzgerald, who acts in the capacity of inspector; F. E. Fitzgerald, general agent; John J. Fitzgerald, secretary and manager; and J. G. Fitzgerald, superintendent of the poultry ranch. This concern caries on its letter head the statement "We Deliver the Goods," and it is unquestionably a fact that such is the case. Last year they shipped from Santa Rosa 36,000 dozen eggs. This establishment purchases its eggs from the producers outright and makes no contract. The Santa Rosa Poultry Association, however, handles a large part of the product of the chicken ranches within a radius of eight miles of Santa Rosa and many cases of eggs each month from Ukiah and other points to the north. The Fairmont and Palace hotels in San Francisco are supplied with fresh eggs by this concern. A feature in connection with the operations of this company is that they carefully prepare their product for shipment and that on each case is placed the name Fitzgerald's Fancy Ranch Eggs, Santa Rosa, California. The Republican can not speak of the work of this establishment too highly and to purchasers outside of Santa Rosa we can commend it. Wire orders are always given prompt attention and no matter how big your order may be it will be filled properly. The Santa Rosa Poultry Association also handles gasoline engines. It is agent for the Caille Perfection Motor Company, the Rex Lime and Sulphur Spray and the leading brands of poultry foods and supplies. Messrs. Fitzgerald, the firm being made up of father and sons, reside on their own chicken ranch near the city, which contains thirty acres and is regarded as one of the model ranches of this section. The remarkable success they have attained in this city as business men but shows what splendid business principles they possess.

## THE HAIGH MILLINERY

The Haigh Millinery is a name well and favorably known in Santa Rosa, for it has been synonymous for fourteen years with the very finest and best in millinery. This is the oldest established millinery business in Santa Rosa. It is located at 514 Fourth street, in the Overton Block, and withal can be assigned the leading place in its line in the city. F. C. Newman is the enterprising and popular manager of this well known establishment, while Mrs. F. C. Newman is in active charge, and it has largely been due to her artistic taste, experience and skill, that the popularity The Haigh now enjoys has been sustained through the several years it has been open to the people of this city. The stock carried embraces everything in up-to-date and stylish millinery, trimmed and untrimmed hats, while the assortment of ribbons, feathers, laces, etc., is complete. In addition to catering to the highest class of trade in the city and county in millinery this concern carries a full line of notions, and also makes a specialty of fine waists. In this line it has been equally as successful as in the millinery department. The patronage of The Haigh, as might naturally be expected, is growing rapidly and the popularity of the house is being enhanced daily.



Interior Planing Mill

## SIMPSON & ROBERTS

To the well known contracting firm of Simpson & Roberts must be assigned the leading position among the builders of Santa Rosa. They succeeded to the late T. J. Ludwig on May 23, 1885, and have been continuously in business since. Simpson & Roberts have held many of the largest contracts in the county and were the designers and builders of the first steel frame building in this city, that of the Santa Rosa Garage on B street. They have also designed and built many fine bridges throughout the county. Mr. W. B. Simpson, the senior partner, is recognized as an expert in this line. This firm has in its employ some of the best mechanics in the State. They furnished the carpenter work of the Wiseman aeroplane and are daily turning out the highest grade of cabinet work. They are prepared to handle anything in the build-

ing line. In addition to their construction business Simpson & Roberts carry a big line of sash, doors, glass, and hardware. Their stock of paints, oils and roofing is the largest in the city. They have the agency for the Phoenix, Magner Bros., H. & M. Paints, Johnson's Artistic Wood Finishes, and Pratt & Lambert varnishes. Their payroll is upward of \$10,000 per year. W. B. Simpson, the senior partner, has resided in Santa Rosa thirty-two years. He is prominently identified with the Elks, is a Knight Templar, and a Scottish Rite Mason. Mr. C. D. Roberts has been in this city since 1878. He also is well known in fraternal circles, is a Truskee of the Knights of Columbus, and Past Sachem of Santa Rosa Lodge, I. O. R. M. Both as business men and citizens Messrs. Simpson and Roberts are well and favorably known and held in high esteem.



## P. T. BUZZETI

Located on West Sixth street is the grocery and family liquor store of Mr. P. T. Buzzeti, one of the enterprising business men of this city, who is enjoying an excellent business and whose patronage is increasing rapidly. Mr. Buzzeti deals in staple and fancy gro-

ceries, glassware, crockery, kitchen hardware, etc. His family liquor store does a splendid business. He carries a good stock and keeps his store neat. He believes in giving his customers the best goods for the smallest amount of money. He has made a splendid success and stands well with the business interests.

## BELDEN & UPP

Santa Rosa is the home of one of the largest and finest drug stores north of San Francisco, that owned and conducted by Belden & Upp, in the Occidental building on Fourth street. This firm, the members Mr. A. F. Upp and Mr. B. C. Belden, having been residents of Santa Rosa for twenty years, entered business here immediately after the earthquake in a small stable, little more than a stall, on Mendocino avenue, and so soon as the building they now occupy was completed, they entered and installed one of the most complete stock of drugs and druggists' sundries in the city. In addition they have a branch store at Guerneville. In point of fixtures and store service generally, Belden & Upp acknowledge no superior. The stock embraces everything in drugs, chemicals, medicines, drug sundries, toilet articles, etc., and a specialty is made of kodaks and supplies. Particular attention is paid to the prescription department and only the purest and best drugs and chemicals obtainable are used in the preparation of their prescriptions. Both Mr. Belden and Mr. Upp have progressive ideas concerning civic affairs and are among the most valuable boosters Santa Rosa possesses.

## B. M. SPENCER

For thirty-six years Mr. B. M. Spencer has been known to the people of this city as a business man of more than ordinary ability, and during that time he has been engaged in the realty business here. Mr. Spencer handles country and city property of every description and is always offering bargains to the people of this city as well as to those at a distance. He conducts a general real estate, insurance and commission business. He represents such well known and established companies as the Fireman's Fund of California, Citizens' of St. Louis, Empire State Surety Company, and he deals in all kinds of bonds. He is a member of the board of directors of the State Humane Association, and is a member of the Membership Committee. At his establishment he does all kinds of picture framing in an approved manner. It is such progressive business men as Mr. Spencer who are making Santa Rosa what she is today.

## THE X-RAY RANCH

Mr. A. C. Alexander has demonstrated what can be done in the chicken business in this county. On his ranch of sixteen acres, which is located 4½ miles south of this city, he has twelve hundred of the famous White Leghorn hens. He has brought this breed up to a high point and the eggs from his hens are the largest and best produced in the county. He makes a specialty of hatching his own eggs and has turned away recently orders for 10,000 of his chickens hatched from his own eggs. He has orders for twenty thousand now. He expects soon to add another 1000 hens to his flock. The hens of this strain weigh on an average five pounds and the cocks six pounds. Mr. Alexander has shipped many cases of eggs containing 36 dozen eggs that weighed 85 pounds. He has an incubator capacity on his ranch of 6000 eggs, one of the biggest in the county. His twelve room house is one of the best ranch houses in Sonoma county, having a concrete foundation and being the only dwelling in this section with a roof of steel shingles. He started in the business with only a dozen or two hens, but has been so successful that today he has one of the biggest chicken ranches in the county.



# Healdsburg Ranks Well

## WITH PROGRESSIVE CITIES OF THE STATE

It Has Manufacturing Interests Which Add to the Total of Its Splendid Wealth, and Has a Back Country that Is Fertile and Rich in Resources

By J. M. ALEXANDER, Secretary of the Chamber of Commerce

"As a City Beautiful," Healdsburg lies where the valleys meet, where, from the north and south, from the east and west, the opulence of the Russian River, the Dry Creek, the Alexander Valley and their wedded tributaries come to it with their storehouse wealth. It is a little city of independence, for its gifts from harvest are as a veritable gold mine. It is builded of substantial business blocks, and this year opened with ten concrete buildings under construction about its business center. A new Carnegie Library, imposing and ornamental, is now nearing completion. A splendid High School and Grammar School are of our educational curriculum. Ornamental and substantial churches extend their welcome to those who worship. Beautiful homes, with their green lawns and bowered in gardens of flowers tell of the joys and peace within life's sacred portals. Healdsburg is of its own, a city of beautiful homes in its particular and romantic "Vale of Sotoyome." A water system and a lighting plant both owned by the municipality, furnish each their necessity in purity and abundance. A modern telephone system, radiating throughout the entire city and country, gives of its modern convenience. Well equipped garages give housing to the many automobiles, of which, 'tis boasted, there are more than in any other rural section of the state. Roads almost as hard and smooth as macadam lead in and out, picturesque in their wayside setting.

The city government is under the control of a Board of Trustees, active and vigilant in their work and care. Two banks care for the finances of the farmer and the business men and three good newspapers tell of the day's doings. Amusement life finds its pleasure in an opera house and local halls. Various orders give of their sociability and brotherhood in well appointed lodge rooms. Of such is the little city of Healdsburg, incorporated as sixth class.

Out to the east is Alexander Valley, with its wealth of soil and its unmeasured resources. North and west is the Dry Creek Valley, a veritable paradise, blooming in orchards and deep in gardens and vines of purple yield. A composite of all is the Russian River Valley, broad and extensive, lying about and to the south, a picture of laden fruitage 'neath the golden sunshine. These are our environments in the abstract; in detail their product is a story where truth would seem to be almost of fiction.

We boast of our valleys and foothills as the "Home of the Prune," a boast which cannot be controverted. Soil and climate are such that make of the prune a perfection. These orchards yield a superior quality, with a reputation established far beyond the confines of the state. Out in the foothills grow perfect apples for the market, peaches, cherries and plums grow luscious in their tempting quality. These varied fruits find a ready home sale in the many local packing and canning houses, where they are prepared for market.

We are, too, the land of the grape, for thousands of acres of vineyards produce their purple vintage. The dry wines as produced from the grapes grown under our favorable climatic conditions and the soil, have a world-wide reputation. More than a score of wineries crush the output and reduce it to the nectar of the bon vivant.

A large acreage of hops make up of the bottom land product. These grow in splendid quality and quantity, and are as a staple of producing wealth.

Busy are the days of harvest time. There are no idle hands from the beginning to the ending of the reaping season. Fruits and the hop and the vine ripen their products in succession through the months of summer and autumn.

Out in the wayside dells and along the banks of Russian River are many beautiful summer resort homes.

Our lands are developed in part, yet not in quantity. Acres still await the touch of cultivation. These invite the pilgrim who would come to us for a home. Intensified in farm products, our lands reach a high valuation, still there are many acres for the growing of apples, prunes and vines at prices within easy reach of the energetic home builder. Our rural and city population number small in proportion to possibilities. A good railroad system places us within easy reach of the metropolis. Coastward will soon be completed a steam road leading to the ocean and the great redwood forest belt. Northward is being built the coast line which will, ere many years pass, join with the great systems of the north to extend into a transcontinental line. An electric road has been promised us at an early date, looping our valleys, with each base upon the bay. These make for us a flattering outlook, for those that come and see will stay and become a part of our independent and prosperous community.

## Fifty Thousand People Go



## To Guerneville Country

In Summer

The fame of the Coast Range summer resorts has spread throughout the entire state and of them all Guerneville and the beautiful country which surrounds it is the most popular. From every section of California come, during the heated term, which is almost unbearable in some sections of the bi valleys, the thousands of persons who seek the invigorating atmosphere of the Guerneville hills and the pure mountain water and the inspiring scenery.

It is estimated conservatively that fully fifty thousand persons spend the summer months in this section of Sonoma County, and Guerneville is the outfitting point and the trading center of the entire resort region.

This thriving community is located on the Northwestern Pacific Railroad about twenty miles distant from Santa Rosa. It possesses splendid business houses, superior hotel facilities and all the advantages of a modern, progressive town.

It is the trading center for a rich and growing country, whose possibilities are just beginning to be recog-

nized and each year sees many new settlers going into that section.

Guerneville has excellent schools, churches, and, in short, everything that goes to make an ideal place in which to live or enter business.

The people are progressive and prosperous and are imbued with the boost and progressive spirit to a marked degree and have an abiding faith in the future of their town and territory.

The shipping facilities are good, the Northwestern Pacific Railway giving good service, and it is now proposed that an electric railway connect it with the county seat.

The climate at Guerneville, especially in the summer months, is ideal. The cool ocean breezes blow in from the coast not far distant, and this, combined with the fact that it is set in the midst of a great redwood forest, where all the pleasures of the wilds can be enjoyed, and that it is near some of the finest springs and camping grounds in the state, have added to and sustained its popularity as a resort.

### R. N. TUNSTALL

One of the finest and best equipped livery stables in the county is that conducted by Mr. R. N. Tunstall at Guerneville. This gentleman entered this business in 1899 and came to Guerneville in 1897. The stables are 40x130 feet and have every modern convenience. About twenty-four head of horses and several stylish turnouts are kept for livery purposes. He also conducts a feed and sale stable. The rates are fair and reasonable. Mr. Tunstall also conducts a harness shop in connection and carries a thousand dollar stock. All kinds of horse furnishings are handled and repairing is done. Mr. Tunstall also conducts a stable at Monte Rio, where he keeps fifteen horses. These stables cater especially to the summer trade. He is a successful business man and an influential citizen.

### McKENNA'S

One would needs seek far to find a saloon that is superior to the the Majestic—McKenna's—in Guerneville. From the point of fixtures, general appointment and decorations it is superior in every way and can be called a really first class and modern house. Mr. Peter McKenna, the popular and well known proprietor, has been in business here for five years. Courtesy and fairness marks all Mr. McKenna's dealings and this has had much to do with the success he has attained. The Majestic is a house of fine bonded, case and barrel whiskey, Grace Brothers', Enterprise and Eastern beers, as well as domestic and imported liquors and wines. The Majestic offers every convenience and comfort to its patrons. Private rooms, card rooms and sitting rooms are to be had. Mr. McKenna is a successful business man and is doing his full share toward boosting Sonoma county.

### THE LOUVRE AND REDWOOD ANNEX

The Louvre is a first class and up-to-date bar in the fullest sense of the term and there are few resorts in the state that are superior to it. The furnishings are good, including private rooms, a billiard hall and sitting rooms. The Redwood annex is an open air resort and is unique to a marked degree. It is constructed of redwood logs, the seats and tables being of the rustic type. Mr. Wendt serves lunches to order and endeavors to give his patrons every possible comfort and convenience. He handles the famous Buffalo, Blue Ribbon, Bohemian and Annheuser-Busch beers, as well as other popular brews. His stock of wines and liquors contains the popular brands of whiskies, the choices imported and domestic wines and liquors and the finest cigars and smokers' supplies. Mr. Wendt is well known throughout the county as a business man and is counted one of the leaders in his section of the county.

### CHARLES JACKSON

Coming to Guerneville from Healdsburg last September, Mr. Charles Jackson opened a blacksmith shop in that town and has since conducted the only shop in that section. His shop is a large, well equipped one and he is prepared to do any and all kinds of blacksmith work. He spent three years in this business in Healdsburg and made a splendid success and he has promise of making even a greater one here. He makes a specialty of scientific horseshoeing and thoroughly understands the care of the horse's feet. Wagon making and repairing in all its departments is done in a most satisfactory and expert manner at this shop. As a business man Mr. Jackson stands high in Guerneville and he is taking his place among her most influential citizens.



# PETALUMA Is Known the World Over as Greatest Poultry Center

Today this Modern City is Great Manufacturing Center, Possessing the Largest Incubator Factory in the World, and Other Industrial Plants

IS GROWING RAPIDLY, AND HAS A BRILLIANT FUTURE

(By E. E. Fischer)

Assistant Secretary of the Petaluma Chamber of Commerce

Chick, Chick, Chick, is the call that made Petaluma famous. It was this meritorious call which signaled the almost magical transformation of the town on the creek to the City on the River, and it is a call which today is greeting about two million hens which are doing justice to holding firmer than ever before, the crown for Petaluma, indicating the largest poultry center on earth.

We are often asked if the poultry industry has grown during the last five years in Petaluma. Grown? Why it has almost doubled. In 1910 we shipped to San Francisco alone 86,458,580 eggs, compared with the shipment of 46,044,732 in 1905. In addition to these figures we must not forget the enormous quantities of eggs used by the great incubator establishments and the great quantities which are shipped in other directions. An accurate account of the eggs shipped to San Francisco is kept by the Petaluma Weekly Poultry Journal.

The hundreds and hundreds of neat, attractive poultry ranches surrounding Petaluma are not only a great credit to that city, but to the entire state of California. A cozy home with 5 or 10 acres, substantial improvements, a family orchard, shade trees and good water, near a good school, has become a realization of pleasure and profit to many, many families for the independent life is a very fascinating one. Land near Petaluma ranges from \$140 to \$300 per acre according to quality of soil, location, etc.

## GUERNEVILLE ROCHDALE CO.

The leading mercantile establishment of Guerneville and the one that is receiving by far the greater part of the business of that section is the Guerneville Rochdale Company, which has been established in that town for seven years. The company is a co-operative one and affords all of the benefits of such organizations. There are ninety-five stockholders in this company, all of whom live either in or near the town of Guerneville. D. B. Peugh is the president of this company, while he, together with A. P. Mosely, and T. F. Duncan form the board of directors. Mr. E. A. Peugh, who for five years has been with the company, is now its active manager. This company deals extensively in general merchandise, carrying a heavy stock of dry goods, clothing, furnishings, shoes, groceries, hardware feed, etc. On an average there are five persons employed in this store and during the summer months it is found necessary to increase this number. This company has done much to make Guerneville the splendid little city she is today.

## As a Manufacturing Center

Petaluma has made wonderful progress which demonstrates that it can admirably command a much greater situation in this profitable enterprise. At present over twenty-five factories are being operated in our City, among which are the Carlson-Currier Silk mills, the only one west of Michigan, the Floessney-Heynemann Overall factory, Western Apple Vinegar factory, Petaluma Egg Case Filler factory, Burrows Box factory, the Corliss Gas Engine factory, Petaluma Incubator factory, Petaluma Paste and Macaroni Factory, the Petaluma and Sonoma tanneries, Golden Eagle Milling Co., Geo. P. McNear, grain and feed, Must Hatch Incubator factory, Coulson Poultry and Stock Food Co., Vestal & Church poultry foods, Western Refrigerating Co., Camm & Hedges Planing mill, Cavanaugh Lumber Co., Hopkins Lumber Co., Nolan-Earl Shoe factory, California Saddle and Tree Co. and the large winery of Lachman & Jacobi.

## Educational Facilities

The educational facilities of Petaluma are complete. In addition to four splendidly equipped, spacious grammar schools, we have a University accredited high school, with an excellent commercial department; a free public kindergarten, and a convent having musical, commercial and academic departments. During the latter part of 1906 a \$25,000 grammar school was

completed and today another one is in course of construction, involving an expenditure of \$31,000.

## The Six Financial Institutions

have an aggregate resource of over \$5,000,000. The poultry and manufacturing industries turn into Petaluma's commercial channels \$25,000 weekly. Being a cash community, Petaluma ranks first among the cities of its size in its volume of business.

## Shipping Facilities

The situation of Petaluma, where rail and water meet, is a wonderful factor in its welfare. Every day on our water front you will find steamers, schooners and various craft, loading and unloading products destined to and from our city. During the last ten years about \$40,000 has been expended by the government for the improvement of the Petaluma river, which has placed this valuable navigable waterway in a better condition than ever before to handle its share of the enormous freight.

During the latter part of 1904 the Petaluma and Santa Rosa Electric railway was completed. This road takes a northwesterly course from Petaluma to Sebastopol, thence easterly to Santa Rosa and from Sebastopol also in a northwesterly direction to Forestville. It extends through our famous poultry center, having a station at a \$60,000 poultry plant about four miles from our city. This road

also has steamer connections at Petaluma with San Francisco. Two steamers make daily trips in this behalf, from which we can readily understand that Petaluma, at the head of navigation, is the natural shipping point for the rich, productive northern region. As the Northwestern Pacific railroad also passes through our section, we have competition in shipping facilities and our freight rates are extremely low.

## Homes, Gardens, Parks, Churches and Streets

During the last ten years Petaluma has gained many beautiful, happy homes, nestled in attractive gardens. The Ladies' Improvement Club is doing justice to preserving the two beautiful parks which culminated from their ceaseless efforts and energy.

One of the greatest credits to which Petaluma is justly entitled are her fine streets and sidewalks. Cement walks are laid in nearly all directions to the city limits and practically all of the streets are macadamized and the streets in the business section are paved with asphaltum.

Petaluma has certainly been prosperous in commercial lines and with this prosperity developed its religious, educational social activities and, fortunately, we do not forget to give credit where credit is due and in molding the crown of success we have placed thereon the White Leghorn, set with her eyes of diamonds and her claws of gold.

## OAK RUN SALOON

The saloon men of Guerneville as a class are men of character, substance and enterprise and we are selecting for mention in this article one of the leaders in this line of business, Mr. Fred Ringwald. The Oak Run saloon, of which he is proprietor, is located on Main street, opposite Cinnabar avenue. He has been established in business in Guerneville for eight years and during the entire time has conducted a really first class and up-to-date saloon. A card and reading room is maintained and the latest periodicals are always to be found for the patrons of the house. Mr. Ringwald carries only the very choicest of wines, liquors and cigars, making a specialty of Grace Brothers' Yosemite and Fredericksburg beers. Mr. Ringwald is personally very popular in that section of the county.

## D. HETZEL

Thirty-one years ago Mr. D. Hetzel, Guerneville's leading cigar manufacturer and tobacconist came to that town and entered business. He makes

a superior smoke and finds a ready market. His Testimonials, two for 25c cigar, are exceptionally popular, and his El Resorta and Hetzel's Aromas, have a wide sale. In front of the factory is located the cigar store, which carries a full line of smokers' supplies and which is a most attractive one. Every facility known to modern times for handling cigars is afforded. Mr. Hetzel is a prominent member of the G. A. R., having served in General Dan E. Sickles' Brigade, the Seventy-fourth New York Regiment. His regiment was part of the Army of the Potomac. He entered the Army May 1, 1861 and came out in 1865 at the close of the war.

## A. P. MOSELY & SON

It falls to A. P. Mosely & Son to conduct the meat market in Guerneville. Their shop is located on Main street and is a first class, up-to-date one in every way. It has and ice box and all the equipment which is necessary to properly handle meats in the most sanitary manner. This firm deals in all kinds of fresh and salt meats.

They have been in the business for eight years and have always been regarded as among the leading business men of the section. Mr. A. P. Mosely being a member of the board of directors of the Guerneville Bank and the Rochdale Company. Two wagons are run and the surrounding country is fully covered. Guerneville is to be congratulated upon the possession of such an up-to-date market.

## GUERNEVILLE PIONEER BAKERY

The Guerneville Pioneer Bakery, which was established last October, and is owned and conducted by Mr. W. Von Ottenfield, is a modern bakery that is giving the people of Guerneville the very finest of bakery goods. Prior to opening his establishment in Guerneville, Mr. Von Ottenfield was employed in the Log Cabin Bakery in Santa Rosa. The shop is equipped with large ovens and all modern facilities. Using the most wholesome and pure ingredients, he can personally warrant his bread, cakes and pastry to be the purest and best that science and experience can produce.



# Excellent School Facilities in Santa Rosa

## THE ROMA HOTEL

Ferroni and Arrighi are the proprietors of this hotel and are adding to its popularity daily. For the past five years they have so managed the Roma that it has held its full share of the patronage, especially from the local people, who have learned that it not only affords large, well furnished, well lighted and comfortable rooms, but that the 25 cent meal served is one of the best in the city. Mr. Ferroni and Mr. Arrighi are experienced hotel men who thoroughly understand every feature of the business and who exert themselves to make their guests as comfortable as possible. In connection with this hotel is run a bar, where are served the very finest of wines and liquors.

was connected with the electric light plant. F. J. Yandle, the founder, has for twenty years been connected with the industrial activity of the city. Both are prominent and influential citizens.

## PALACE BAR

For Nine years the Palace Bar has been conducted by Jesse Brunk and Mr. Len Brittain, two of the most popular and experienced caterers in Sonoma county. These gentlemen know the wants of their patrons and they never allow an opportunity to pass to increase the popularity of their house by enhancing its service. At the Palace the famous Cedar Brook whiskey, which for many years has had a splendid reputation throughout this country, can be obtained—in fact, a spec-

501 Fifth street. He is agent for the Yale motorcycle, which in recent years has come to be looked upon as one of the very best and most serviceable manufactured. It combines all the good points of the others and in addition has ideas that are peculiar to it. High class repairing of all kinds is done by Mr. Marlatt in the most expert and skillful manner. He employs two persons in his repair department and his shop is always full of work. Promptness in turning out the jobs that are given to him has added to the popularity of his cyclery among the lovers and users of the bicycle and motorcycle. Mr. Marlatt has achieved success and is one of the most energetic and best known business men in the city.

## DR. S. I. WYLAND

Though osteopathy has gained recognition only in the past few years, it was one of those advances along scientific lines that must, sooner or later, through its essential and inherent worth, be looked upon as the correct and efficacious treatment of diseases. The osteopathic physician has within recent years, by the wonderful cures he has brought about, and the general success attending his services, become one of the most important members of the professional circle of any city, and his services are now regarded indispensable by enlightened and educated persons. As a representative of this important branch of therapeutics Dr. S. I. Wy-



Santa Rosa's Splendid High School

## PIONEER IRON AND BRASS FOUNDRY AND MACHINE WORKS

### F. J. Yandle & Company

Few industries there are which attain the prominence in any section which is now accorded the Pioneer Iron and Brass Foundry and Machine Works, which is owned and conducted by F. J. Yandle & Co., Twenty years ago Mr. F. J. Yandle established this business in a small way, but the work turned out was so satisfactory that his business grew from the inception and today it is the largest and best equipped plant of the character north of San Francisco. In short the history of its existence has been one of most gratifying success and prosperity. About a year ago Mr. W. J. Yandle entered the business with his father. This plant is prepared to do any and all kinds of work in its line, the machinery being the latest and most up-to-date. This firm is agent for the Crough, Byron Jackson, and G. W. Price centrifugal pumps, the McVickor, Alamo Peerless and Corliss gasoline engines. It manufactures hop presses, grape crushers, stemmers, hop furnaces, orchard trucks, fruit cars and car wheels. W. J. Yandle was for seven years chief Engineer of the city, and for a time was superintendent of water works, and

ialty is made of it. Grace Brothers' steam and lager beer and the Enterprise, Buffalo and Budweiser bottled beers are also handled here. The decorations and fixtures in the Palace are excellent and cause it to have a cheerful, home-like appearance that has added much to its popularity.

## P. E. MARLATT

In Mr. P. E. Marlatt, Santa Rosa not only possesses a thorough and successful business man, but one who has done his full share toward making the commercial community of this city one that serves the people in a most satisfactory manner. In his own particular line—that of bicycle and motor cycle supplies—Mr. Marlatt is probably the best representative. While he came to Santa Rosa five years ago he entered business here four years ago. His cyclery is an up-to-date one in every respect and fills its place among the business concerns of the city in a complete manner. Mr. Marlatt is agent for the Tribune, Crescent, Clipper and Fay bicycles, all of which are representative and high class makes. Mr. Marlatt carries a full stock of bicycle and motorcycle supplies of all kinds and everything necessary to these machines can be obtained by calling at his cyclery at

## J. W. SWANK

There is no better known citizen in Santa Rosa than J. W. Swank, who for thirty-six years has been looked upon as one of the leading saloon men of this section. For some time he was superintendent of streets of Santa Rosa, which responsible position he held with signal credit to himself and the city. For twenty years of more Mr. Swank has been in the saloon business, and for six months he has held his present location across the street from the depot on Fourth street. He has long held the reputation of conducting an orderly, up-to-date house, where can always be obtained the very finest wines, liquors and beers, and where the patron may be sure of a hearty welcome and of meeting congenial company. He makes a specialty of the famous Sam Clay whiskey by many considered the "finest whiskey in the world." He also carries the Grace Brothers' beer, the local product, than which there is no better beer brewed in the West. The stock of cigars includes the best of Havana and domestic goods. Mr. Swank's saloon is an attractive place, well furnished and appointed and is the gathering place of many of the pleasure loving people of the city.

land of this city stands high in his profession. He is a graduate and post graduate of the Still College of Osteopathy at Des Moines, Iowa, recognized as the leading osteopathic college in the United States. For six years he practiced in that city, but 9 months ago came to Santa Rosa to follow his profession. He occupies splendidly equipped and appointed offices in the Santa Rosa Bank building, rooms 212 and 213. His offices are equipped with all the instruments and apparatus necessary to successfully administer to the needs of his patients. Dr. Wyland is a close student, who has given his life to his profession and whose keen interest in it renders him especially capable. He took surgical training one year in the Iowa State Methodist Hospital. He is a graduate of the Holmes College of Optometry, Des Moines, Iowa, and has studied under the best oculists of the East. His offices possess all the instruments necessary to properly test the eye and his specialization in this line causes him to be able to correct any cureable defect. Dr. Wyland has, during the months he has been practicing here, gained a large circle of friends and patients who have absolute confidence in him as a practicing physician.



# Up-to-date Business Men of Santa Rosa

## S. J. FELIZ

No department of business has undergone greater improvement during the past few years than that of the slaughtering and handling of meats. Modern methods show results in this business in a marked manner and today when the patron deals with a representative concern in this line he is assured that every sanitary precaution has been taken in the handling of the meats which he purchases. For four years Mr. S. J. Feliz has been one of the leading butchers in Santa Rosa and has drawn to his establishment a patronage that speaks eloquently of the manner in which he deals with his custom. Mr. Feliz handles all kinds of fresh, cured and cold meats at his market at 540 Third street. He makes a specialty of carrying only the very best in his line and is careful that his patrons always receive just what they order, that they get full weight and that the packages are delivered promptly. Three persons are employed in the market and two wagons are used for soliciting and delivering purposes. All the by-products—lard, sausage, etc.—are manufactured in the market and the customers may feel assured that they are made of the very best materials and that they are pure and wholesome in every way. Mr. Feliz has a well equipped ice plant installed in his market and is prepared to keep his meats in the best possible condition. Courteous attention to the wants of his customers, uniform fair dealing to all, and a conscientious desire to give his patrons the best in his line, combined with the excellent business ability of this gentleman, have been instrumental in building up the splendid business he now enjoys. He is a good, substantial citizen, who stands high among the people of Santa Rosa.

## KETTERLIN BROTHERS

A hardware establishment that is and always has been, since first its doors were opened, conspicuously prominent and popular with the people is the one owned and operated by Messrs. W. F. and A. D. Ketterlin. Having ample capital to carry a stock sufficiently large to supply the demands of the residents of Santa Rosa, and maintaining finely appointed sales rooms and warerooms, all of which are taxed to their fullest capacity, this firm has the right to congratulate itself on the success it has met during the six years of its business life here. Prior to entering business for themselves, Mr. W. F. Ketterlin was with Hooker & Company, one of the leading implement concerns of San Francisco, and his brother was active in the hardware business here. This firm carries a heavy line of shelf and heavy hardware, stoves, tinware, cutlery, farm implements, paint, oil, and builders' hardware. A specialty is made of Moline and W. J. Oliver plows, the Blue Bird plows, the Blue Bird and the H. & B. orchard and vineyard gangs, the California Riding cultivator, the United States cream separator, Monarch Malleable ranges, Nason pure liquid paints and American Field fence. Both a wholesale and retail business is conducted and jobbing is done in the smaller towns surrounding Santa Rosa. Ketterlin Brothers have one of the heaviest stocked hardware stores in the county and do one of the most extensive businesses in this section of the state. They are both business men of the energetic, industrious type who believe in progress and in keeping up with the times in every respect. They are members of the Chamber of Commerce and are excellent boosters.



Ben Noonan and Winning Car of Carnival Road Race

## G. B. ANDREWS

One of the leading and most prominent merchants of Santa Rosa is Mr. G. B. Andrews, who on Roberts avenue conducts a first class and up-to-date grocery store and meat market. Mr. Andrews has been in business four years and has built up an excellent trade. He handles only first class staple and fancy groceries and meats. He runs one delivery wagon regularly and at times three are necessary. Above his store is a rooming house which offers splendid accommodations. He is a successful business man and an excellent citizen.

## THE GERMANIA

Civilized man usually rests and partakes of his cheer where the surroundings are brightest and the furnishings most comfortable, and this explains in a measure why so many people patronize the Germania Saloon, though the personality of the two

genial proprietors, Messrs. Schmid & Ritter, has had an important part in gaining the popularity their house enjoys. The Germania is one of the representative retail liquor establishments of Santa Rosa and has been under the present management for the past seven years. Everything is first class in the fullest sense of the term, the wines, liquors and cigars handled being of standard brands that have stood the test of time. The famous Pepper whiskey, by many of the best judges of distilled goods considered the best whiskey that is obtainable today, Grace Brothers' steam and lager, Enterprise, Fredericksburg and other leading brews of beers are also served at the Germania. Realizing that the better class of trade demands that the saloon which they patronize be an orderly, well managed house, the proprietors of the Germania are careful that conditions exist in their establishment that will permit any gentleman patronizing it, safe in the realization that he will meet congenial company, be extended every possible courtesy and extended a cordial welcome.



WESTERN HOTEL

The popular priced hotel known as the Western Hotel, which has been operated for the past year by Mr. J. Fumasoli and Mr. A. Lepori, has the reputation of serving one of the best twenty-five cent meals in the city and affording the best accommodations of any popular priced hotel in Santa Rosa. Mr. Fumasoli has been in the hotel business in this city for the past seven years, but it was five years ago that Mr. Lepori became associated with him. The Western occupies a new and splendid building across

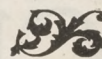
from the Northwestern Pacific railway depot and is the most conveniently situated hostelry in the city. The rooms are all well furnished, neat, clean and commodious. Special rates are made by the week or month. The regular rate is \$5.00 and \$6.00 per week for board and lodging and the transient rates are \$1.25 to \$1.50 per day. Connected with the hotel is one of the most attractive and thoroughly stocked bar-rooms in the city. Here the very best grade of wines, liquors and cigars are carried, the stock being the most varied in the city.

## URSULINE ACADEMY

Primarily the object of this edition being conservatively and faithfully to give an adequate idea of the advantages and opportunities offered in Santa Rosa, it is essential that the educational institutions which are forming the character and preparing for life the young of the county be given ample space. It is generally conceded that Santa Rosa offers as splendid facilities in its institutions as any city in the entire state, and to the Ursuline Academy rightfully belongs no little of the credit in causing this impression concerning our city to prevail. The Ursuline Academy was formerly under the Campbellites, who purchased the grounds and erected the building in 1872, at a cost of \$25,000. In 1880 the property was purchased from Mr. Wheeler by the Ursuline Sisters, through Rev. J. M. Conway, pastor of St. Rose's Church. In 1883 the Peugh property, an acre and a half of ground and a two-story building facing Washington street, was secured, and the Sisters today own about six acres of ground in the central part of the city. A large sum of money has been expended in improving the buildings and the grounds. The Ursuline Sisters, who came to this city in November, 1880, at the invitation of Bishop Alemany, are a branch of the old established house of their order in St. Martins, Brown county, Ohio. Their mission is to form young ladies to virtue and ornament their minds with useful information. The Santa Rosa community is a branch of the community which came in 1849 from Boulogne-sur-Mer and Beaulieu, France. As an educational order they are well known. Mother Angelica is the present Superioress and for one year she has acted in that capacity, though for thirty years she has been associated with the institution—in fact, since it was founded. A thorough scholar, devoted to her life work and of broad culture, she is performing a work which it falls to the lot of few to perform in the short space of life. The Ursuline College is completely equipped to train girls in every stage and branch of education. It aims to accomplish a symmetrical development of the moral and physical, as well as of the mental powers, of the students and to stimulate in them a desire for knowledge and a taste for study. In the planning and grouping of the college buildings, the laws of hygiene were made a specialty. All of the rooms are spacious, well equipped and flooded with sunshine. The course comprises three departments—primary, intermediate and collegiate. The periods of the College course comprise history, science mathematics, English, Latin, Church history, mental and moral philosophy. The French and German courses are elective. The study of music is pursued in graded classes and every attention is given to the formation of touch and to general technics. To stimulate the ambition and emulation of pupils, recitals are given and examinations are held semi-monthly. The course is accredited to the Beringer Conservatory of Music in San Francisco. The terms at Ursuline College are board, tuition and washing for a term of five months, \$150.00; instruction on piano and use of instrument, \$30.00; violin, \$30.00; mandolin and guitar, \$25.00; harp, \$45.00; banjo, \$25.00; vocal music, \$30.00; painting, \$25.00; board for those who remain in college during vacation, \$60.00. The successful maintenance of this institution of learning is a valuable adjunct to the educational features of Santa Rosa. Adjoining St. Rose's Church and quite near the Academy, is a free day school under the management of the Sisters.



# THE WESTERN DISTRICT IS ONE OF THE MOST FERTILE IN THE COUNTY



Scattered Throughout It Are Thriving Towns and Communities, While Its Broad Acres Are Covered with Orchards and Berry Patches

And On Its Thousand Hills Vast Herds of Cattle Range      A New Electric Railway Is to Establish Connection with the County Seat

West of the valley that extends through Sonoma county from Lakeville on the south to Cloverdale on the north, lies one of the most fertile sections in the great State of California. From the low hills of the Coast Range down to the Pacific ocean is this magnificent territory. Here is produced everything that man needs and around his homes are the mighty redwoods, the sequoias, the chief of the trees of the world.

Over the green pastures feed herds that contribute to his comfort in fleece, flesh and dairy products, while the fruits from a thousand orchards and the grains and tubers of this little empire are grown for his table. This section is also rich in mineral wealth.

## Guerneville

In the center of this section is located the beautiful town of Guerneville. This town is on the Northwestern Pacific railroad and is situated in one of the most fertile spots in California. To the south are great fruit orchards and berry patches, while on

the north are the quicksilver mines and surrounding it on every side are the great redwood forests. Along the Russian River in the neighborhood are Monte Rio, Guerneville Park, Camp Vacation, Rionido, Monte Cristo Mesa Grande, Camp Meeker and other resorts all popular with the outing seeker. The popularity of these resorts is increasing each season.

## Forestville

Only a few miles removed from Guerneville is Forestville, set amid the vineyards and orchards. This beautiful village is the northwestern terminus of the Petaluma and Santa Rosa Electric Railway and hourly cars are run to the county seat. Located at Forestville are the homes of many prosperous and contented people.

## Occidental

The lumber town of Sonoma county is Occidental. It is on the North Shore line, a narrow gauge road from Sausalito to Cazadero and there is now being planned an electric railway into

Santa Rosa. When this road is completed Western Sonoma will then be in close touch with her capital.

## Duncan's Mills

Not far from where the Russian River pours itself into the sea is located the village of Duncan's Mills. Years ago, Alexander Duncan, one of the pioneers, established lumber mills here and hence the name. It has always been a typical lumber town. As the great redwood trees have been cut away the land has been cleared and is now being tilled. It is among the richest in the entire county. During the past year rail connection by the Northwestern Pacific railway has been established. This part of the county is rapidly being populated by a prosperous and industrious people and the new electric railway will put them in close touch with Santa Rosa.

## Freestone and Valley Ford

Along the North Shore railroad to the south is found the town of Freestone. This is a pretty little village

and the homes show clearly the prosperity of the people. To the south a short distance is Valley Ford, so close to Marin county that the children cross the line in their play.

## Bodega

Bodega is one of the richest regions in the county, and it contains the fertile plateaus which slope gently to the Pacific ocean. Here thousands of cattle feed and many potatoes are raised are raised for the city markets.

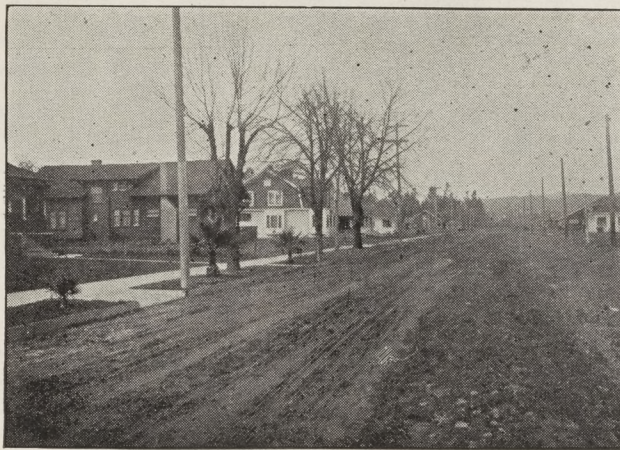
## Bloomfield

Situated in Big Valley is the little town of Bloomfield. It is four miles from Valley Ford on the North Shore road. It is sixteen miles from Petaluma on the east and about the same distance from Santa Rosa.

With all these thriving and prosperous communities within its borders, Western Sonoma is one of the most productive of the regions of the county and is developing and advancing rapidly.

## SANTA ROSA GARAGE

A business that has within the last fifteen years undergone a development that is little short of wonderful is the automobile business. There are hundreds of automobile owners in this section who employ them for business and purposes of recreation. The leading automobile concern in this city is the Santa Rosa Garage, which was established in 1903 by R. W. Peterson, one of the leading business men of this section of the state. The Santa Rosa Garage is managed by Mr. S. D. Burris, a practical, experienced and able automobile man. The garage is equipped with the latest improved machinery necessary to do repair work of all kinds—in fact, it is the best equipped plant north of San Francisco and is doing by far the greater part of the auto work of Sonoma county. The building is fireproof and can accommodate fifty machines. They handle the Chalmers, Hudson, Buick and Hupmobile. Six persons are given constant employment, four in the shop doing the repair work. A specialty is made of storing, renting, vulcanizing and recharging storage batteries. Mr. Burris, the manager, has had many years of experience in this business and is thoroughly competent to do any kind of work that is brought to his establishment.



New Section of Santa Rosa—Spring Street

## THE LOUVRE

Mr. William J. Hearn is the popular proprietor of the Louvre and to say that it is largely due to his splendid business qualities, pleasing personality and evident purpose to serve his customers in the most satisfactory manner, that he enjoys his present business, is but to recite a fact. The Louvre is one of the prettiest and most inviting resorts in the city, both in its exterior appearance and in its interior arrangement and decoration. The bar and fixtures are up to the best standard set by leading cafes of the larger

cities, while the pictures and decorations are first class in every respect. Mr. Hearn knows that the people of Santa Rosa require the very best in their beverages and for this reason he carries only the finest brands of wines, whiskeys, liquors and cigars. His beers are always fresh, pure and wholesome, while his whiskeys are of the standard bonded brands. He has a reputation for first class service that is unrivalled by any establishment in the city. Courteous and affable, he seeks to cause his patrons to feel at home when they enter his saloon.

## J. C. PARSONS

The west has offered a wide field for the engineer during the past 25 years and it is noticeable that many of the most prominent of the profession have come to the West from the East. California has held splendid opportunities for the man who was thorough in his profession and who had the preparatory training and practical experience requisite to bring success. For the past six years Mr. J. C. Parsons has been one of the leading civil engineers in Sonoma County and has had a wide practice. For fourteen years he followed his profession in Seattle, having some of the really big projects in the state of Washington. One of the biggest undertakings was the reclamation of 100,000 acres of land in that state. Since coming to Santa Rosa to practice Mr. Parsons has given his special attention to land surveying and mining work. He located the Northwestern Pacific railroad and the Napa branch and the Marin Terminal. Mr. Parsons is a graduate of St. Mary's college at Oakland and added to his technical training has many years of practical experience. His offices are located in the Santa Rosa Bank building, are well furnished and equipped. Mr. Parsons is highly regarded as a business man and is one of the progressive citizens of the county.



# Cloverdale Citrus Fair

## PROCLAIMS ANOTHER GOLDEN ERA

Luscious Fruits which are Grown on Our Once Unproductive Hills, Displayed in Vast Pavilion Erected by Progressive Business Men of "Orange City"

Magnificent Exhibit of Products Reveal to World that This is the Real Land of Opportunity, Even As In the Days of the Gold Searchers

From Every Section of California, and From Storm-Ridden and Gale-Swept Eastern States, Come the People Who Seek to Learn of the Resources of This Favored Region, and the Wonderful Opportunity Offered Them, In This Rich Section of Sunny California

In the latter 'forties and early 'fifties hardy pioneers left homes of comfort and even luxury to cross the plains and desert to make the perilous voyage around the Horn or none the less arduous trip across the Isthmus and up the Pacific Coast to the Golden Gate, the Mecca of the fortune seekers. These gold hunters, urged on by the feverish, insatiable desire for the yellow metal, crossed and recrossed the fertile Coast Range valleys, the vast sweeping plains of the Sacramento and the San Joaquin with their eyes ever set on the hills and mountains beyond where lay the gold fields.

The marvelous wealth that lay dormant in the soils which they trampled under foot was not seen by them, but the day came when men with a wider vision saw in the fertile plains of California, wealth that surpassed even the wildest dreams of the gold searchers. Looking out from the hills and mountains their gaze rested on the vast sweep of undulating plains and there came within the ken of their imagination a great and prosperous people wresting from the soil greater and more enduring fortunes than were ever dug from the ravines and gullies of the gold fields.

While to the discovery of the yellow metal falls the attraction of the attention of the world to California, from an economic standpoint greater honor should be paid the man who first showed the possibilities of the soil.

Today there is a golden crop in California which brings untold wealth to her people—the orange, the lemon and the grape fruit. Fortunes more permanent than those dug from the earth in the mining days have been amassed in the culture of citrus fruits and it is to show in concrete form the possibilities of this great industry that there is being held in Cloverdale today the Cloverdale Citrus Fair.

### A Little History

Coincident with the occupation of California by the Americans was the planting of the first orange. The possibilities were not then fully appreciated, perhaps, because the profits accruing from all forms of agriculture

were not great. Even as late as 1883 there were only four carloads of oranges shipped from the northern part of the state, and two years later there were eight carloads, while in 1901 there were 2341 carloads and 1909 there were 9000 carloads sent to Eastern markets.

The first Citrus Fair held in Cloverdale was in 1892 and the wonderful stimulus that was given the industry by that fair led the promoters to make it annual, with the result that yearly in the month of February there have gone to that thriving little city thousands of persons from every section of California to view the exhibits that

are offered him in the culture of the fruit—possibilities more alluring than those which caused the pioneers to undergo hardships, unbelievable in these days, in their search for wealth.

The exhibits which are placed at this fair will reveal to the man from the cities, where the struggle for a competency is keen and disheartening, that his place is in this favored region of California. From every section of Sonoma, Marin, Alameda, Mendocino and other counties of Northern California, and from San Francisco, there are gathered today in Cloverdale, people who are anxious to learn of the resources of this section and

The pavilion is illuminated by rows of electric globes that cross and recross the building, and when the globes blaze white this vast pavilion presents a dazzling brilliancy.

The arrangement of the various exhibits is superb, every artistic detail being heeded. Designs as varied as the ideas of the decorators greet the eye when one enters this splendid palace of oranges, lemons and grape fruit, where King Citrus reigns supreme.

To the person from the storm ridden and gale swept East, where today the thermometer stands below zero, there is revealed a sight which will remain as long as memory is intact and he can feel a little pity creeping in for those who are snow and ice bound within their Eastern homes and to whom the descriptions of the fairs in California's sunshine will appear as far off and mythical as the description of the Hesperides.

### What the Exhibits Mean

The Cloverdale Citrus Fair means much to Sonoma County—much of growth and development. It advertises to the world that within the bounds of this county, along the foothills in the thermal belt are soils which are adapted to the culture of citrus fruits—oranges and lemons and grape fruit which ripen sooner under the Sonoma County sunshine than in any section of the state and which grace the tables of the East two months before the growers in Southern California have begun to gather their crop.

The Cloverdale Citrus Fair shows that there is reigning in this section today an era more prosperous than was ever seen in California, and that her orange growers are gathering each season a crop which means more to the county than the labors of the gold miners ever meant; that those days, rich in romance, which today make interesting themes for writers of fiction and on which the old timers love to dwell as the "good old days," have been superseded by an era of prosperity resulting from horticulture that is making California the wonder of the world and that is bringing to this favored region the best of the tillers of the soil from the East, the North and the South.



1910 Citrus Fair, Cloverdale

are made and to learn of the productiveness of the soil and the opportunities that are offered to the man of intelligence, industry and energy.

That first fair was a miniature one compared to that which will be seen today—the Nineteenth Annual Citrus Fair. Then only half a dozen plates of the luscious, golden fruit were shown, whereas today there will be displayed in the great pavilion hundreds of boxes, and thousands of the fruit placed in designs artistic and attractive. Gathered in that great building are the products of the groves that surround the City of Cloverdale—the displays arranged in a manner that will attract the attention of the visitor and not merely cause his mind to contemplate the artistic but to go behind that and see the possibilities that

to see displayed the products, not merely through curiosity, but because they seek to know wherein they might better their own condition.

### The Pavilion

The great pavilion in which this fair is held was erected by the promoters of the Cloverdale Citrus Fair and it is a splendid testimonial to the industry and progressiveness of the business men of the thriving little city. It is constructed of reinforced concrete, is 175x75 feet in dimension, and was designed especially for the purpose to which it is put. It is unique in that it has no windows, but a glass roof covers it, allowing the light to enter uniformly throughout the entire building, making possible the displaying of products in any part of the structure.



## The Sonoma of Today is a Modern, Progressive City Set in Rich Territory

The Product of the Vineyards which Surround It Has Taken First Prizes in American Expositions, and Is Recognized as Superior

Viticulture Holds First Place, but Horticulture and Agriculture Have Had Great Influence in Developing This Historical Section of the County

The early history of the City of Sonoma reads like a novel and the visitor to that city today, though changed as only the march of these progressive times can change, finds many of the old historic buildings still standing intact.

The country over which General Vallejo held sway and guarded with an armed force is a far different one today than that of the forties. Instead of the prevailing style of architecture of the early period, magnificent brick and stone structures have been erected and are occupied by the merchants and business men of the city. Connecting this later day march of progress with the old times yet within the memory of some of the inhabitants will be found the old adobes which form a picturesque portion of the town, set in among the modern frame residences which in recent years have been erected.

As in the matter of buildings, so in the important undertakings of horticulture, agriculture and viticulture. A considerable portion of the acreage of this historical section of the county is devoted to grape vines and their products have been regarded as superior. This fact is shown plainly by the taking of the gold medal at the St. Louis Exposition by Karl Dressel, one of the leading viticulturists of the county.

These wines were made at Rhine Farm and the original vineyards were planted in 1858.

While viticulture holds the place of first importance, general agriculture is not neglected. Fruits of all kinds are grown in large quantities and peaches and prunes hold the first places. Many acres are devoted to the fruit interests and other industries.

Around the plaza in Sonoma the business men have built their stores and these men are among the most substantial and progressive in the entire county.

The volume of business done daily in Sonoma compares favorably with towns larger, and the people there are a happy and contented lot. Happy homes, with bright-faced children attending the schools, wherein prominent instructors are engaged is a predominating feature of life in this beautiful vale, where prosperity abounds, where crops never fail, where nature smiles forth her most abundant harvests, and where contentment prevails.

Among other things, in addition to large viticultural and horticultural interests, Sonoma boasts the largest quince orchard in the world. It comprises forty acres and was set out many years ago by Hon. Robert Howe. The property is now owned by Mrs. A. J. Edendale. These forty acres pro-

duce great crops of quinces annually.

The Sonoma valley is also noted for its fine mineral springs. The Agua Caliente Springs and Boyes' Hot Springs are two splendid watering places and annually they attract thousands of visitors each. Aside from these, the entire country thereabouts is a natural playground in the summer time, when great numbers of visitors are delightfully entertained. The waters of each of the springs mentioned have exceptional medicinal properties, and at each place a mammoth swimming tank is maintained for the pleasure of guests.

The people of Sonoma are energetic and progressive, always in the vanguard of improvements and alive to the best interests of their pretty little city. They recently constructed a handsome city hall which is the neatest municipal building in the county. A handsome new high school building has also been recently erected.

Among the population of the city are many Swiss and Italian residents, and they go to make the best citizens the county possesses. These men, through their thrift and industry, are all property owners and business men. Their stocks are neat and up-to-date, and their methods modern. Many of them have sworn allegiance to the country of their adoption, and are among the first citizens of the city and

county. These residents find in the valley almost the same climatic conditions that prevail in their own beloved mother countries, and the vintage here is the equal of that of the best producing part of Europe for wines.

Sonoma claims the largest quince orchard in the world, mentioned above, and the largest poultry ranch in existence. This is the property of J. K. Bigelow, and he has ten thousand fowls on his place. There are a number of places in the county where several thousand fowls are quartered on one ranch, but Mr. Bigelow's flock is probably the largest in existence.

Twenty-eight summer resorts are within a radius of nine miles of Sonoma, and these annually entertain many thousands of guests and bring abundant money into the valley. The ranch of Senator Jones of Nevada, near the city of Sonoma, is the largest reclaimed ranch in the world. There are five thousand acres of land sown to wheat that have been reclaimed from the marshes. Thousands of sacks are required annually to ship the thousands of tons of grain harvested from this land.

Sonoma is reached by the Northwestern Pacific and Southern Pacific railroads and on tidewater at the Embarcadero. The city has two splendid newspapers.

### J. B. PARRENT

Sonoma's leading tailor is Mr. J. B. Parrent, who for several years has been making the clothes of the most stylishly dressed men in the city. In addition he is an expert ladies' tailor and in the repairing line he has made a splendid reputation. His clothes have a distinctiveness that gives them an individuality of style of their own. He is one of the prominent, influential citizens of Sonoma and is considered one of her best boosters.

### HOTEL EL DORADO

Sonoma's newest and finest hotel is known as the El Dorado and is conducted by Mr. and Mrs. L. Quartaroli, who for twenty-four years have been residents of this city. The El Dorado occupies a new, modern, up-to-date building which was completed September 1, 1910. It is the most attractive and modern building in the city, built along the lines of the old style architecture which characterizes nearly all the buildings of Sonoma. It contains 26 commodious, comfortable rooms, which are all well-furnished and attractive. They are kept neat and clean. The dining room bears the reputation of serving the very best meal in the city, the service and cuisine being especially high class. The El Dorado is an especially popular hotel in the summer months for automobile parties from San Francisco and elsewhere.



Summer Home in Sonoma County



# SONOMA WAS STAGE FOR STIRRING EVENTS IN COUNTY'S EARLY HISTORY

## Bear Flag, the Emblem that Terminated Mexican Rule, Was Hoisted by Band of Americans on Staff Placed in City's Plaza

In Recognition of the Sturdy Men Who Unfurled the Flag and Captured General Vallejo, a Monument Was Raised to Mark the Spot Where Occurred the Stirring Incident which Had So Much to Do with Shaping the Political Destiny of California

The early history of this imperial county brings in the city of Sonoma, lying in the southeastern corner of the county, back in the early days of 1846. True, there were many settlers in this great country prior to that time, but they were scattered and the county was then under the domination of the Mexicans, with General Mariano Guadalupe Vallejo in command of the forces, which spent the time in keeping the Indians in the vicinity within proper bounds, and in the enjoyments of those social festivities which abounded in the early days.

History up to that time has not been recorded to any extent, and it remained for the Americans occupying the country to start the ball rolling in this regard. This they did with vigor in the raising of the historic Bear Flag in the plaza of the little city of Sonoma. This city is noted for its historical and romantic past, and none have ever read of the early day occurrences there but with a spirit of exuberance at the display of courage of the little band of determined Americans who hoisted to the masthead of the flagpole that emblem that terminated the rule of the Mexican in this princely county. These sturdy men, and nearly all who witnessed this event that at time promised to clog the machinery of the government in international complications, have passed to the Great Beyond, over the Great Divide.

It is a matter of record that the flagpole in the plaza there contained three separate and distinct flags within a single month, each of which marked an entirely different epoch in the history of the town. In recognition of the sturdy men who captured General Vallejo and took possession of the government and unfurled the Bear Flag, a splendid monument has been erected in the plaza on the site of the Bear Flag raising incident. This monument is a tall, rough hewn stone, and was unveiled with appropriate ceremony on July 4, 1907. It is the gift of the members of the Sonoma Valley Women's Clubs, and bears the inscription:

"Bear Flag raised July 14, 1846. Erected July 4, 1907. S. V. W. C."

While on the subject of the historic little city, something of the early and stirring events that occurred there might be of interest to the general public and will bear repetition to those who have previously read or

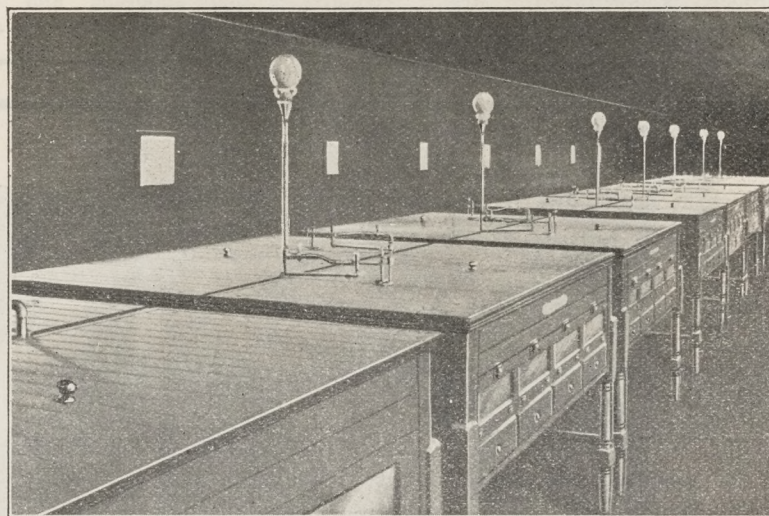
heard of the narrative. Among the first structures to be erected in the city was the Mission San Francisco Solano, and this and the other adobe buildings erected there, will be a perpetual reminder of the days before the American occupation and the subsequent events which changed the peaceful home of a pastoral people into a busy center of mercantile and agricultural pursuits. From the establishment of this mission in 1823,

their indolent natures asserted themselves. At one time, three years after the mission had been founded, the Indians arose in revolt and burned the structure, and Father Altimira, the founder, made his escape to the mission at Santa Barbara in 1827.

It was in 1832 that the Mexican government sent General Vallejo to secularize the mission and found a town at Sonoma. Hostile Indians were all over the vicinity, and there

ten years everything was happy and peaceful in this grand valley during which the Indians had become to some extent domesticated and were employed on the ranches. Americans began to arrive in small numbers during this time and they were made welcome, and in time married and settled here permanently. Sonoma was the county seat for several years, until it was moved to Santa Rosa, its present location, in 1855. The inhabitants of the peaceful valley enjoyed life to its fullest extent, and their social intercourse was delightful. What has been described as a sudden break in the social intercourse occurred early in the morning of June 14, 1846, when a small band of Americans made prisoners of General Vallejo, Lieutenant Colonel Pruden, Captain Salvador Vallejo and Jacob Leese. The garrison, which up to a short time previous had been maintained by General Vallejo, had been disbanded. This was because the Mexican government had refused to refund him the moneys he had paid from his personal funds for the maintenance of the garrison. Thus it was an easy matter for the Americans to take these Mexican officers as prisoners and to raise the Bear Flag to the breeze. There was no opposition to the determined men in their efforts to wrest the country from the rule of Mexico. General Vallejo and others prominent in the early history of the country were known to be favorable to more intimate relations with the United States and it is more than probable that they would have influenced their countrymen to permit the conquest of California without leaving the accompanying traces of bitterness had they been consulted in the matter instead of having the Bear Flag party descend on their homes and take forcible possession.

Several weeks following the taking of General Vallejo and the other prisoners, a garrison of forty men was maintained in the barracks at Sonoma, and many of the settlers lived in fear for some time that General Castro would bring a force and attack the town. The reign of the Bear Flag lasted but a short time, for the Mexican war had become a reality then, and the Stars and Stripes were hoisted at Monterey, the first State capital. Within a few days the Mexican, Bear Flag and Stars and Stripes had floated from the halyards of the flagpole in the plaza of historic Sonoma.



Hatching Chickens by Gas

when the Spanish fathers completed their chain of missions from the south and planted this mission as the northernmost in the state, until 1846, when the Bear Flag was raised, there were few residents of this great section aside from Spaniards and Mexicans. The efforts of the padres to teach the Indians lessons in industry were not wholly successful at first and

was an element of danger from them at all times. To protect against the raids of the aborigines, General Vallejo was forced to establish a military post, and for this purpose he erected a barracks. The barracks, located opposite the old mission, is still a prominent place in the city, as is the old jail, where General Vallejo quartered his prisoners in the early days. For



# Cloverdale, "The Orange City"

## Is Growing Rapidly

Ideally Located, Possessing a Superb Climate, and All the Advantages of Modern Communities, It Has a Brilliant Future

Is the Home of the Grape, Orange and Lemon, while Olives Thrive on the Hillsides \* Great Marketing Point for Wide Territory to North, East and West

There are few localities in California that offer as many attractions to the home-seeker as the progressive little city of Cloverdale, located in Upper Russian River Valley. It is situated eighty-five miles to the north of San Francisco on the Northwestern Pacific railroad—"the picturesque route of California"—within easy reach of the metropolis of the Pacific Coast.

The "Orange City," as it is often referred to, contains about 1200 inhabitants and is incorporated as a city of the sixth class. The streets are excellent, the main business thoroughfare being one of the most attractive to be found in any town. It is eighty feet wide, with broad cement sidewalks on either side. Its appearance suggests the progressiveness and enterprise of its business men.

At Cloverdale are marketed all the wool, hops and stock from a large area to the north, east and west. Hops, fruit and other products come in from Mendocino and Lake counties and is either marketed in Cloverdale or sent to the San Francisco markets.

### Climate Unexcelled

Many persons have been attracted to Cloverdale by its superb climate, and the people who have selected it as an abiding place have absolute faith in its future. It is rare that fog enters and when it does it is light and not disagreeable. There are no swamps within this region. Malaria is unknown and the general conditions are healthful.

Located in this vicinity are many mineral springs whose waters are of proven medicinal value. Cloverdale is one of the most popular places in the state for a summer outing, miles of good roads being afforded for auto-mobiling or driving and every facility of a summer resort is afforded. The hotel accommodations are excellent and of the highest class.

Cloverdale owns a complete water system which was installed in 1906. The municipality was bonded for this purpose and the system was installed at a cost of about \$18,000.

### Chief Industry

One of the questions that is always asked by the home-seeker or the investor is "What is the industry that makes possible your town?" The answer here is in the word "Grape." The growing of grapes and the mak-

ing of wine has been for many years one of the chief industries and will for many years be one of the chief factors in Cloverdale's growth and development. During recent years grapes have been marketed at prices averaging \$20 per ton. Rich valley lands produce all the way from ten to fifteen tons per acre. It has been the history of this section that Cloverdale crops never fail.

Cloverdale has become famous as a dry wine section, and it is within five miles of here that Asti, the great Italian-Swiss colony's big winery is located. A little over twenty years ago

held at which products are displayed in a mammoth pavilion erected for the purpose.

### Churches and Schools

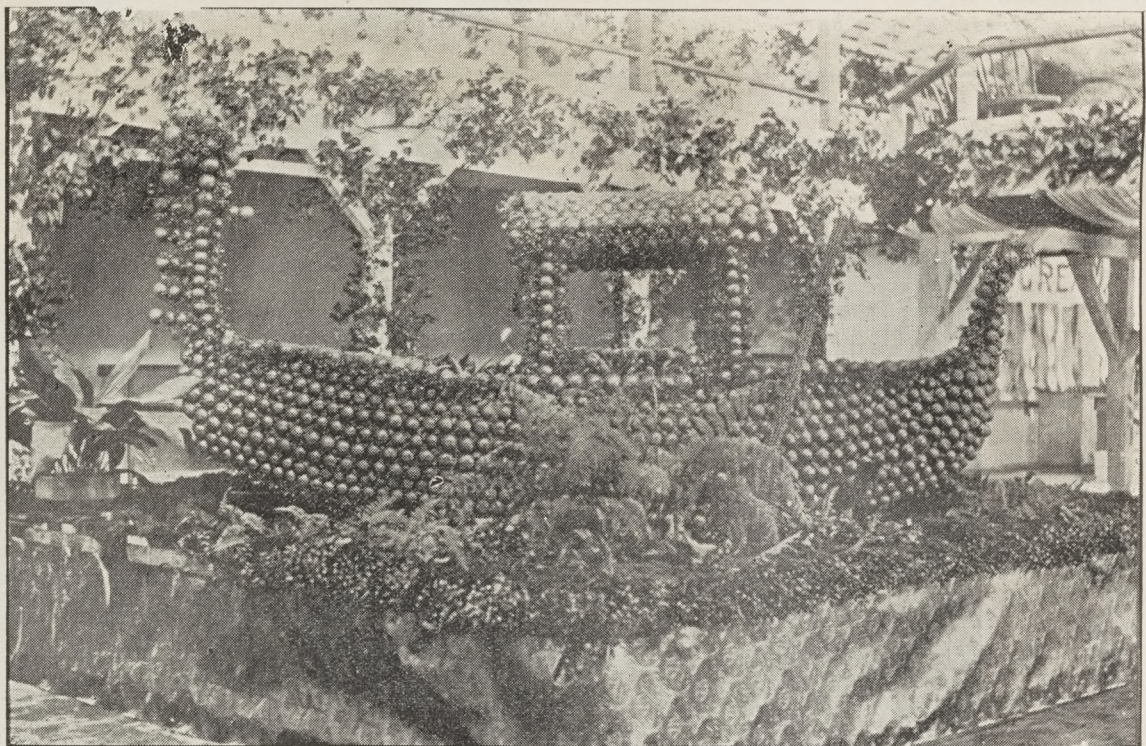
A graded Grammar School and a Union High School, two indispensable factors in any city's future, offer excellent educational advantages for the young.

Five churches — Congregational, Episcopal, Catholic, Methodist Episcopal and M. E. Church, South, provide ample means of worship.

Fraternal Societies are represented

### BANK OF CLOVERDALE

No surer test of a city's commercial status can be had than its banks. The Bank of Cloverdale was incorporated February 25, 1884 and is the only bank in the city. C. B. Shaw is president; Walter Sink, vice president; and C. L. Sedgley, cashier; while these officers and S. W. Knowles and George Fredericks form the Board of Directors. This institution has resources aggregating \$393,256.01, while the capital stock is \$57,000 and the surplus \$23,000. This is a strong financial institution for a city the size of Cloverdale. This bank occupies its own substantial and attractive building. Its fixtures, including burglar and fire-proof safe, are up to the highest



Scene at the Cloverdale Citrus Fair

this land was considered of little value, but today it has a value running into millions of dollars. Every year about 3,000,000 gallons of wine are produced by the Italian-Swiss Colony.

### Citrus Fruit

Oranges, lemons and olives reach a high state of perfection in Cloverdale and vicinity. Nearly every yard in town has its citrus fruit trees and in this section there are groves from two to ten acres in size. Oranges and lemons are the equal in quality of any produced in Southern California or Florida. Annually a Citrus Fair is

held by the Masons, Odd Fellows, Independent Order of Foresters, Druids, Eastern Star, Rebekahs and Druids' Circle.

Cloverdale possesses a live, active Chamber of Commerce which is performing valiant service for the town and section.

When we consider that this little city possesses a back country rich in resource and products, has all the modern, improved advantages of a city, and is peopled with a class of citizens who have an abiding faith in the future of the town, it is not too much to expect that within a few years this will be one of the most thriving cities in the entire state.

standard. The Bank of Cloverdale has had a wide influence on the growth and development of Cloverdale.

### E. A. COOLEY

Cloverdale's only exclusive furniture and house furnishing establishment is that conducted by E. A. Cooley. He has been engaged in this business in Cloverdale for the past ten years and during that time has had a splendid trade and has made a great success. His business dealings are on the highest plane and the stock he carries is full and complete in every particular. He makes a specialty of picture framing. Everything essential to the furnishing of a home can be obtained here at reasonable prices. Mr. Cooley is one of the prominent business men of the county and is a well known citizen.



# Successful Cloverdale Business Firms

## ALOHA CANDY STORE

The most popular candy store and ice cream parlor in Cloverdale is the Aloha Candy Store, which is conducted by Mr. C. B. Beaulieu. He has been in this business for four years and five months and is one of the leading business men in the town. He makes a specialty of fine candies, ice cream and tamales, and confections of all kinds. A pleasant ice cream parlor is maintained here which is exceptionally popular with the young folks of the city. Mr. Beaulieu is City Clerk of Cloverdale and one of her most prominent citizens.

## U-AUTO BAR. MITCHELL BROS

If you have never heard of the U-Auto Bar, you ought to feel that you argue yourself unknown for for the past thirty-five years it has been the leading establishment of Cloverdale. For twenty-five years prior to the time his sons assumed the management of this resort, Mr. C. E. Mitchell, who passed away two years ago, conducted it and built up for it a reputation that places it well in the fore of the houses of call of Sonoma County. The U-Auto Bar is owned and conducted by T. Mitchell and J. Mitchell, both of whom are among the most popular saloonists in the county, and who hold the confidence and esteem of the general community. This saloon is the most attractive and elegantly appointed in Cloverdale. The decorations are artistic and the fixtures are up to the very highest standard of modern saloon practice. The U-Auto

Bar has a sitting room with tables on which are placed periodicals and newspapers for the convenience and use of the patrons of the resort. In one of the sitting rooms is a large old-fashioned fire-place, where the hospitable log blazes invitingly. In keeping with its splendid appearance is the service that is rendered here and the superior class of goods handled. The finest whiskies that come from American distilleries are served here and a specialty is made of Schlitz and Fredericksburg beers, and they are Cloverdale agents for Cyrus Noble Whiskey, all of which have for years had an established reputation. Mixed drinks, mixed by expert mixologists, are a feature that must not be overlooked. Hail-fellows-well-met, courteous and genial, Messrs. Mitchell are attaining a success here that is indeed gratifying to a large number of friends throughout the county.

## GRANT & RIECHERS

Cloverdale's largest and one of the county's finest drug stores is that conducted by Grant & Riechers. Dr. C. F. Grant, one of the proprietors, has for twenty years been a successful, practicing physician in Cloverdale and is held in high esteem, both for his professional services and his public relations. This store carries a splendid line of drugs and druggists' sundries, embracing drugs, chemicals, medicines, toilet articles, perfumes, rubber goods, etc. Special attention is paid the prescription department and only the purest drugs are used in com-

pounding the prescriptions. The patronage accorded this store is the heaviest in the city. A full line of Eastman Kodaks and supplies is carried here, as well as a stock of stationery and school supplies.

## A. N. AHRENS

A man who has given close study to the culture of tobacco, a cigar maker for many years, and a business man of the highest principles, Mr. A. N. Ahrens is the leading cigar manufacturer and dealer of Cloverdale. He entered business here nine years ago and since that time he has furnished the people of the city with the best in the cigar line. He manufactures the La Floridad, ten and two for twenty-five cent cigars, which are very superior smokes. He sells his product in San Francisco and other cities on the Coast as well as furnishing the local trade. He keeps on hand a supply of tobacco seed for the benefit of the farmers in this section. Mr. Ahrens is a marked success as a business man and a prominent citizen.

## IMRIE & McCLELLAND

The largest and best patronized grocery house in Cloverdale is that conducted by Imrie & McClelland. This firm deals extensively in staple and fancy groceries, feed, provisions, vegetables and fruits. The stock carried is full and complete and includes everything in the line. This firm is catering to the trade in a most satisfactory manner. Both Mr. Imrie and Mr. McClelland are of the progressive, mod-

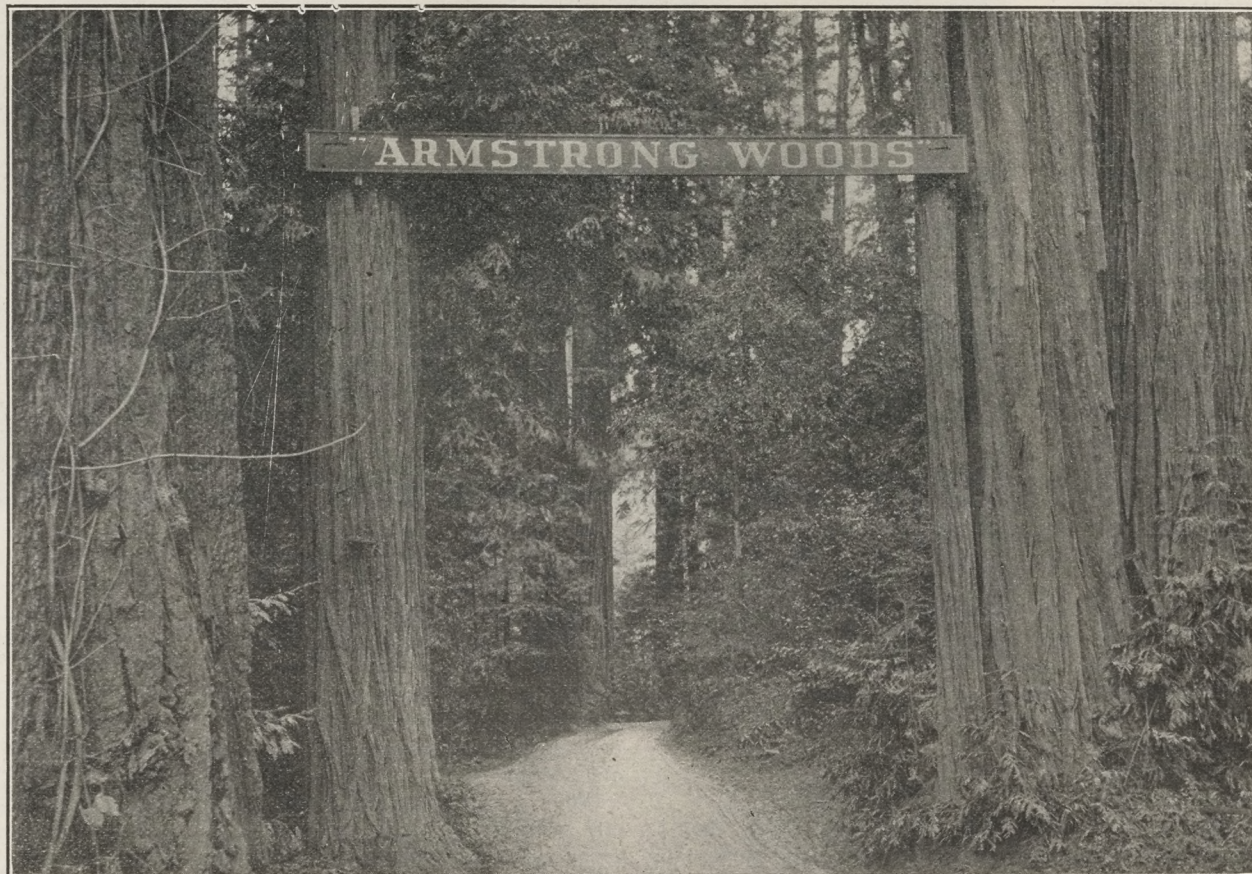
ern type of merchants and their success has come as the result of industry and energy and sound business principles.

## CLOVERDALE DOMESTIC LAUNDRY

It is a matter of pride with the people of Cloverdale that they possess a laundry which, from point of high class work done, is the equal of any in the county. The Cloverdale Domestic Laundry is operated by Mrs. E. B. Thompson, who for eight years has been doing laundry work here, and for five years has been in her present location. Today she employs eight people, runs a delivery wagon and is given the greater portion of the patronage of the town and section. She also conducts a cleaning, pressing and dyeing department. Her laundry is equipped with all the machinery necessary, and her success is a matter of gratification to her many friends.

## G. W. McPHERSON

One of Cloverdale's leading saloons is that conducted by G. W. McPherson, and which is conveniently located directly across from the depot. This gentleman has been engaged in business here for eight years and carries the very best of wet goods, including popular brands of whiskies, choice wines and excellent cigars. His saloon is well furnished and fitted out. He is a courteous, genial gentleman, and a progressive, public spirited citizen and excellent business man.



Among the Redwoods In Sonoma County





# SEBASTOPOL IS CENTER OF WONDERFULLY RICH SECTION OF THE COUNTY

With Every Natural Advantage, Splendid Transportation Facilities, and Possessing the Progressive Spirit, City Is Forging Ahead, and Is One of the Most Prosperous in the Entire State

Educational Advantages Are of High Standard, While Churches Exert an Uplifting Influence • Public Improvements Are Constantly Being Made, and Community Possesses Good Water and Sewer System

Sebastopol, one of the most rapid growing and prosperous town in Sonoma county, is situated seven miles west of Santa Rosa, the county seat. It is a bustling incorporated city of about 1500 people and is the hub of the electric railway system of the county as well as having communication with San Francisco over the Northwestern Pacific railway.

An electric railway runs into Sebastopol from Forestville, a small town located seven miles to the north at the extreme northern end of the fruit section. There is another branch which goes to Santa Rosa on the east and still another that runs to Petaluma and tide water on the south.

Nowhere in California or the West can be found a city that is growing more rapidly or that is more modern and enterprising than Sebastopol. Improvements are constantly being made, and the splendid development and advance being made by the town and surrounding country are the result of the magnificent natural advantages which it possesses.

This city has two substantial, prosperous banks, housed in splendid buildings, each with extensive resources and heavy deposits; two newspapers, a big cannery which employs more than 400 people during the season; six big packing establishments, which handle apples almost exclusively; a large winery, which is owned by the Italian-Swiss Colony, and other industries, all of which have combined to bring about the sure and steady growth that has been enjoyed during the past few years.

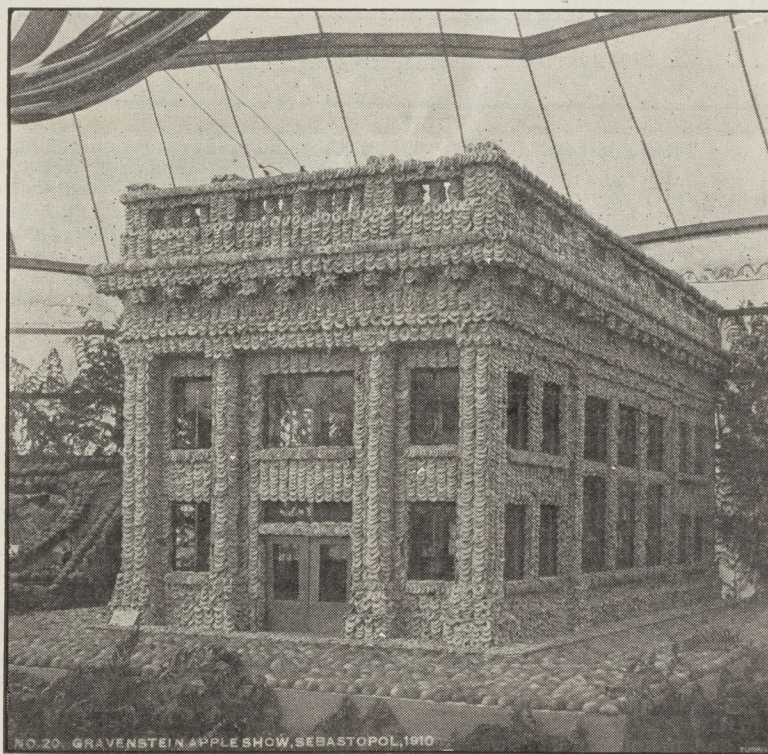
The educational advantages offered are the equal of any community in California, which means the entire country, as the state school system ranks well up with the best in the United States. In 1906 there was erected here a \$20,000 grammar school, and in 1908 a union high school was constructed at a cost of \$30,000. This school is comprised of the Sebastopol grammar school district and fourteen nearby districts. It is accredited on the list of the University of California and graduates are admitted to that institution without examination. The attendance at the high school averages more than one hundred, and that at the grammar school more than three hundred. There are five teachers in the high school and eight in the grammar school, all thorough and well equipped for the work they have undertaken. Thus it is evident that one

of the all-important questions confronting the housekeeper is properly settled and that the educational advantages offered are splendid.

There are five churches represented in Sebastopol, the Catholic, Congregational, Methodist, Adventist and Christian Science. These worship in substantial and attractive edifices that are a credit to the city and have wielded a wide and telling influence on the moral atmosphere of the community, which is exceptionally good.

Modern in every respect, Sebastopol possesses a strictly modern and first class municipally owned water and

sewer system and the service rendered is superior. It also has a beautiful and well kept park, a large public hall, five miles of cement sidewalks, excellent streets and many other improvements that go to make up a progressive city.



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#### The Surrounding Country

Just east of Sebastopol is a marshy stream called the Laguna. It contains two large clear water lakes that are well stocked with striped bass and afford excellent fishing in season as well as good duck shooting in winter. This stream is about twelve miles in length and runs directly north, emptying into Mark West creek near the junction with Russian River. This stream sep-

arates the Gold Ridge fruit belt from the lower lands of the main Santa Rosa valley to the east, and also marks the separation of two distinct and separate types of soil. The soil of the Santa Rosa valley is a heavy alluvial soil, in places adobe. It is, nevertheless good, productive soil but not suited to many of the products which are raised on the western side of the Laguna. Two miles to the west of Sebastopol is the Green Valley creek. This stream is about two and one-half miles west of the Laguna and runs north into Russian River and almost parallel to the Laguna. There

this section from the raw or cold winds, which, together with the warm, deep, moist sandy loam soil, makes the Sebastopol fruit belt what it really is—the best place on earth for a family to live and enjoy life on a small acreage home.

The character of the soil in the Gold Ridge fruit and berry section is of a deep, warm, sandy loam, and of a different type from that of the soil of any other section of Sonoma county and it is most admirably adapted to the culture of berries, small fruit, and garden products, and in fact, anything that does not root too deep in the earth. With good cultivation the moisture can be kept near the surface even in the driest seasons of the year. Irrigation is unknown and is unneeded in Sonoma county, this section always receiving an abundance of rainfall.

The Gold Ridge fruit belt produces all the fruit, berry, nut and wine products that can be grown in California. More than 1000 tons of Lawton blackberries are shipped to every section of the country each year. Sebastopol is the greatest blackberry section of California and eighty per cent of the marketed blackberries are produced in the Gold Ridge Fruit belt. In addition are also grown in great quantities strawberries, loganberries, raspberries and gooseberries. All these varieties are extensively grown and they yield abundantly and profitably.

The wine grape is another production in which the Gold Ridge section excels. Several thousand tons are annually produced here and the vines are free from phylloxera and other diseases, and wines produced here have taken medals at the St. Louis and Chicago expositions in competition with the products of the world.

Chestnuts, filberts and walnuts also thrive in this fertile section while prunes, peas, peaches and apricots are grown with profit. The local canneries and shipping facilities are taxed to the utmost to handle the great output of the Gold Ridge section.

#### Climate

Sebastopol is situated only sixteen miles from the coast and the extreme heat coming to other sections of the state is not felt, as the breezes from the ocean cool the air during the entire summer. Malaria is unknown in this section. The reason is, perhaps, that the hot weather is not in evidence and there is no irrigation.



# Sebastopol is Garden Spot of Sonoma County

The entire length of this wonderful belt of country is traversed by the Santa Rosa and Petaluma railway and freight and passenger stations are located along the route at intervals of about one-half a mile. Every evening the daily shipments of products are picked up by the company and landed in San Francisco every morning in time for the early market. The electric road is in competition with the Northwestern Pacific. This means that it does not cost the Sebastopol grower

all his product is worth to get it to the market, and the transportation companies do not demand all his profit, as is the case in some sections of California.

Sebastopol is the center of a great apple growing region, this industry being covered in a separate article, is a poultry center, and this industry is rapidly assuming large proportions in this city. The poultry and fruit industry on small acreage farms naturally go hand in hand and in the near

future Sebastopol will be recognized as the greatest poultry section in the state.

This region is essentially one of small homes. There are something over sixty square miles in the Gold Ridge and Green Valley sections, which consists of small improved homes, many from five to fifteen acres. Well improved small homes in the vicinity of Sebastopol are held at from \$300 to \$500 per acre, according

to size, value of improvements, etc. Unimproved land in small pieces is worth from \$100 to \$200 per acre.

There is little wonder that the splendid city that is located in this wonderfully rich section should be one of the most progressive in the entire state. Sebastopol offers to the capitalists, to the man of small means and to the business and professional man, opportunities that irresistibly call him to take up his residence here.



Junction of Main Street and Santa Rosa Avenue

## GEORGE McFARLANE

George McFarlane, Sebastopol's leading grocer, conducts an establishment where can be obtained the very best of groceries and food stuffs at reasonable prices and where the service is first class in every respect. He has been in business here for seven years and his industry and energy have resulted in his gaining and holding the largest patronage in the city. He deals extensively in staple and fancy groceries, flour, feed, and provisions. A big warehouse for feed is maintained. Mr. McFarlane is agent for the Rex Spray Company and he gives his personal guarantee to these products. He also represents the J. K. Armsby Company. A splendid line of crockery is kept in stock. This is really a first class grocery house employing four persons and maintaining a free delivery service. Mr. McFarlane has gained a leading place among the progressive, successful business men of the city. He is a good booster for Sebastopol and this section of the county.

## MORRISON & NOONAN

One of the newest firms in the city, but one that has already gained great popularity and gives evidence of continued success, is Morrison & Noonan. They purchased the store conducted by Kelly & Mello. Prior to entering this business Mr. Morrison was agent for the Petaluma and Santa Rosa railway here, and Mr. Noonan was traveling for a San Francisco grocery house. The stock carried is the largest and best selected in the city. Mr. Noonan's experience on the road greatly assisted him in purchasing. The general arrangement and display is good. Already they have added many new customers. Four persons are employed and a delivery wagon is operated. Mr. Morrison and Mr. Noonan are excellent business men, loyal, substantial boosters and stand high among the business men of this section of the county.

## THE PARLOR

One would necessarily have to seek far to find a saloon and liquor store that surpassed The Parlor in Sebastopol, the most elegantly appointed and furnished liquor establishment in this thriving little city. The Parlor, which is located on South Main street, is owned by Mr. A. J. Jack, who for the past three years has been engaged exclusively in the saloon business. Prior to opening this business Mr. Jack conducted the Analy Hotel. He conducts a family liquor store and keeps in stock a splendid line of choice wines, liquors and cigars. He has built up an excellent family trade. His barroom is an attractive place, well furnished and the fixtures are especially high class and up-to-date. The famous Astor Whiskey is the leader here, while Enterprise, Budweiser, and Scippis, of Chicago, beers are sold. His courtesy to his customers, his pleasing personality and his sterling business qualities have been powerful aids in the building of the wide patronage and popularity of The Parlor. Mr. Jack is one of Sebastopol's most valuable boosters.

## W. L. BENEPE

Right up to the minute in every department of business, Sebastopol possesses a transfer company that is attending to the wants of the people in this line in a most satisfactory manner and whose reputation for prompt and excellent service has made the business a decided success. Mr. W. L. Benepe is a progressive business man who in 1902 entered the transfer business. Today he has an equipment that admits no superior in the county. This is a transfer business in all that the name implies, six teams being employed to do the work. A specialty is made of furniture and piano moving and heavy hauling of all kinds. The wagons meet all the trains and express cars that come into the city and baggage is delivered to any part of town. Mr. Benepe has a large storehouse where furniture and goods of all kinds is stored. Furniture is

packed and prepared for shipment. Mr. Benepe is also agent for Wells, Fargo and Company. This enterprising business man also deals in coal and always has on hand the first grade of coal, which he sells at the lowest prevailing prices. This business has grown as the town has grown and today Mr. Benepe is counted one of the leading business men of Sebastopol as well as one of her most substantial citizens.

## ANALY MEAT MARKET

In recommending the Analy Meat Market we are confident that the people of Sebastopol will find it an up-to-date establishment in every respect and that the service rendered there will be entirely satisfactory. Mr. Paul M. Noonan, originally from Santa Rosa, but late of Nevada, is the proprietor of this market. He has spent many years in the meat business and is thoroughly prepared to give service that is in every way first class. The Analy Meat Market is one of the best equipped, neatest and most popular in the city and during the one and one-half years Mr. Noonan has conducted it has enjoyed a constant increase in patronage. This market handles all kinds of fresh meats, cured meats, sausage, lard, etc. All the by-products are manufactured in the shop and are the best it is possible to make. A big ice box is installed and all the equipment is of the most approved character. Mr. Noonan believes in giving his customers full value for their money and the prices here will always be found to be right and reasonable. Mr. Noonan is attaining a marked success and is rapidly taking his place among the leading business men.

## ANALY PLANING MILL

This mill was established sixteen years ago by Mr. G. A. Strout and today it is conducted by that gentleman and his son, A. L. Strout. The mill is equipped with the latest designed machinery and is prepared to do any and all kinds of general mill

work, including sash, doors, door frames, window frames, etc. This mill, however, makes a specialty of fruit trays and driers and yearly turns out thousands of trays for the ranchers of this section, and, in fact, all over Sonoma county. Both Mr. Strout and his son are experienced, expert mill men, who thoroughly understand every feature of the business and who employ only the most skilled mechanics. On an average five persons are given employment and at times during rush orders it is found necessary to have a larger force. Messrs. Strout have done much for the city and section and can be placed among the most progressive and substantial business men and citizens of Sebastopol.

## T. R. WORTH

"T. R. Worth, Leading Druggist and Stationer," is what is found on the letter heads used by this business man, and he is well within his rights in so advertising himself. In March it will be twelve years since Mr. Worth opened his business in this city. In July, 1905, he was burned out, but in September of the same year he opened another store with a larger and better stock. The stock is a varied one and is exceptionally well displayed. This store handles the famous Rex-All remedies, which have gained a wide reputation. A full line of drugs is carried and a prescription department where prescriptions are carefully compounded, is maintained. Toilet articles, surgical supplies, rubber goods, etc., are carried in a splendid assortment. A full line of stationery and post cards is also to be found here. Mr. Worth is agent for the Victor, Edison and Columbia talking machines and always has on hand the latest records produced. He is agent for Baum's choice candies, as well as for leading newspapers, magazines and periodicals. During the twelve years he has been in business here, Mr. Worth has held a representative position and is counted one of the leading business men and boosters of the city.



# Men Who Are Boosting for Sebastopol

## HOWELL & HICKS

The oldest established and largest meat market in Sebastopol is that which has been conducted for the past five years by Howell & Hicks. This firm has given heed to the demands of sanitation in the modern meat market and the shop is equipped with everything known to the trade to facilitate the handling of meats. The only cold storage plant in the city and large ice boxes are installed here and the machinery necessary to the manufacture of by-products is also found. Two persons, aside from the proprietors, are employed and a free delivery service is maintained. The most courteous treatment is accorded patrons and the most honorable methods of dealing are employed. These gentlemen are prominent as business men and citizens.

## B. D. LINDERMAN

B. D. Linderman is a merchant in Sebastopol who has learned that specialization pays and he, therefore, conducts a store for men. He has been in business here for the past five years and he has been one of the leading factors in the making of the city. He makes a specialty of men's clothing and furnishings and affords everything necessary to complete a gentleman's wardrobe. He handles the Society Brand Clothing, and his stock always represents the latest styles and patterns. Crossett shoes are also carried here as well as Cluett Shirts and Arrow Collars. For traveling purposes will be found trunks, suit cases, bags, etc. Mr. Linderman carries the best of everything and endeavors to keep well abreast of the styles. He is one of the successful, substantial business men of the community.

## ANALY SAVINGS BANK

Sebastopol is fortunate in the sound character of its banks—fortunate both in that every facility is afforded and that these institutions reflect the condition of the city and surrounding territory. Perhaps no one element in a business community contributes so much and so largely to the solid and permanent prosperity as correct and conservative banking methods. The Analy Savings Bank was established in 1904 and today is one of the leading financial institutions of the county. F. A. Brush is president of this bank, while Robert Cunningham is vice-president, A. B. Swain, cashier and E. F. Jewell, assistant cashier. According to a statement of condition issued December 30, 1910, this institution has a capital and surplus of \$65,000 and undivided profits amounting to \$4,334. The resources aggregate \$213,096, and the deposits \$158,762. These figures relate to the savings department alone, while in the combined commercial and savings departments the resources aggregate \$397,252.56, and the deposits \$324,917.21. The bank deposits in Sebastopol four times greater than they were seven years ago and the Analy Savings Bank has been a potent factor in bringing about this splendid increase. This institution occupies its own building, valued at \$22,000, which is one of the most modern and substantial structures in the city. It has always been the policy of this bank to give every possible encouragement to industrial and commercial growth and it has been a stimulating influence since its founding. The officers and directors are all men of high standing in the community, whose interests are identical with those of the community in general and who take a keen interest in affairs that tend to the betterment of the city and section.

## GROSS MANUFACTURING COMPANY

The newest addition to the industrial interests of Sebastopol is the Gross Manufacturing Company, which will soon be incorporated and which was opened a short time ago by Mr. E. A. Gross. For the past four years Mr. Gross has been a prominent rancher of this section of the county, owning a splendid ranch near this city. He came to California for his health, which has so greatly improved in this wonderful climate that he is now enabled to enter again his old business. The Gross Manufacturing Company is now installing in its establishment more than a thousand dollars' worth of machinery for the manufacturing of harness, saddles and canvas goods. The shop will be the best equipped north of San Francisco and under the active management of Mr. E. A. Gross will turn out all kinds of heavy and light harness, horse furnishings, tents, awnings and a variety of canvas goods. All of the harness sold will be made here, as well as the canvas goods. In addition a full and complete stock of horse furnishings of all kinds will be handled and sold at prices that will at once insure the popularity of the concern. High class repairing of all kinds is done in a most satisfactory manner. Mr. Gross is the moving spirit in this undertaking and the success already attained by him prefigures much of prosperity to the new concern.

## THE NEW ANALY HOTEL

In the New Analy this city possesses a house that gives the visitor within our gates a pleasant impression of the city and they leave to tell others of it. Mr. George Calder is the proprietor of this establishment and has had the management of it for about three years. He is an experienced hotel man and thoroughly understands how to cater to the wants of the trade, both transient and local. This hotel has twenty-eight rooms which are kept neat and clean. The dining room has gained the reputation of serving one of the very best meals in the county. All of the products of the markets find their way to the tables of this house as soon as it is possible to obtain them. In connection is conducted a first class bar where are served the choicest of wines, liquors and cigars. This is one of the most popular resorts in the city and it is conducted in an orderly manner.

## ENTERPRISE BOTTLING WORKS

This firm handles Yosemite Lager and Enterprise steam beers. It has a well equipped bottling and soda plant. It employs eight men and makes use of fourteen horses in delivery. It is agent for the National Ice Co., and operates an extensive wood yard. F. R. Mathews is the manager and H. B. Morris is secretary and treasurer.

## THE SEBASTOPOL RESTAURANT

A cafe known throughout Sonoma county for its excellence and noted throughout a wider territory for fine steaks and the popular "hot bird and cold bottle" is that operated by Mr. Thos. F. Meagher. This is a cozy resort where dining room, lunch counter and private boxes are maintained, and back of it stands eight years of active business life. In different departments six people are employed and the cafe is supervised by Mr. Meagher, who is one of Sebastopol's most prominent business men. He is D. D. G. P. of the order of Native Sons, president of the Board of Health, member of the City Council and otherwise prominent. He owns a ranch near the city and is proud of Sonoma county as his place of birth. He has followed various callings and was at one time employed at the United States Mint at San Francisco.

## GEORGE D. SANBORN

One of the leading and most influential citizens of Sebastopol and one who, perhaps has done most to develop and build up that city and section is Mr. George D. Sanborn, the leading realty dealer. Mr. Sanborn was born and reared in the Sebastopol country and for years has had the opportunity to study conditions as they exist there, and to become conversant with real estate values. After finishing school Mr. Sanborn purchased a fruit ranch near Sebastopol and for sixteen years was one of the most successful ranchers in Sonoma county. He made a thorough study of horticulture and knows the business from beginning to end. Upon leaving the ranch he entered the real estate business and for eight years he has made a specialty of buying, selling and subdividing of Sebastopol land. During the years he has been engaged in this business he has been instrumental in bringing upward of three hundred persons to this section who became permanent settlers. He is the best equipped man in Sebastopol to sell you property or to give you information regarding this wonderfully rich country. He has never stooped to misrepresentation, believing the unembellished truth regarding the opportunities here to be sufficient argument. The magnitude of his realty operation is evident from the fact that during three months last fall he sold \$50,000 worth of property each month, and every month during the year his sales run into the thousands. Since last July he has put on the market the Robinson ranch, consisting of 422 acres and it is practically sold today. Mr. Sanborn was without his solicitation or knowledge on January 1, 1906, elected a member of the board of directors and vice president of the Bank of Sebastopol, now the First National Bank, one of the leading financial institutions of the county. For two years the active management of the bank fell on him, and due to his increasing land business he was forced to resign, to the regret of the stockholders and directors, in 1908. This indicates in what high esteem this gentleman is held in this city and what implicit confidence is imposed in him. Mr. Sanborn has today some of the very best bargains in real estate that are to be had in Sonoma county. The person in the East who contemplates a trip to California and anyone anywhere who expects to invest in California property, would do well to communicate with Mr. Sanborn. He will give authentic and valuable information concerning this territory and will gladly lend every assistance possible in selecting your property. His experience here is valuable to you.



FIRST NATIONAL BANK

The First National Bank of Sebastopol bears the distinction of being the only national bank in that city and in addition it is one of the strongest and most substantial institutions in the county and for its successful history through a long period of years—prior to its nationalization a year ago—it is known throughout this section of the state. The First National Bank was formerly the Bank of Sebastopol, the pioneer financial institution that was established in 1892, a year ago this bank was nationalized and at that time the Sebastopol Savings Bank was organized. This institution has had a steady and substantial growth since its inception and a report of its officers at a meeting recently held shows that the institutions entered upon 1911 with an increase in deposits over last year of \$65,000.00; an increase in loans of \$52,000.00; and in assets of \$87,000. A statement of the First National Bank issued January 7, 1911, shows resources aggregating \$317,861.03. and

a paid in capital stock of \$100,000.00. The Sebastopol Savings Bank has resources amounting to \$174,738.20 and a capital stock of \$25,000. W. W. Monroe is president of the First National Bank and the Sebastopol Savings Bank, while W. M. Fitzsimmons is cashier of both institutions. The Board of Directors of the First National Bank is composed of W. W. Monroe, W. M. Fitzsimmons, John P. Overton, Charles W. Woodworth, Geo. D. Sanborn, Ben. F. Williams, Charles G. Martin and George P. McNear. These men are all prominent as business men in Sonoma County, whose integrity is unquestioned and whose ability and judgment are recognized. They are all keenly interested in the growth and development of Sebastopol and the section surrounding it and are actively engaged in their unbuilding. The First National Bank owns its own building, the finest in the city, which was erected at a cost of \$40,000.



# Citizens of Sebastopol Who are Enterprising

## ANALY THEATER

The only house of amusement in Sebastopol is the Analy Theater, which is owned and conducted by Mr. A. Persich and Mr. A. Huntley. These gentlemen have given our people a place where they can find amusement that is not only wholesome, but has an educational value. This theater can accommodate 250 people and the program, which is presented in the afternoon and evening, is changed daily. The stage is equipped with scenery and a \$1800 auto piano and a phonograph furnish music. Since these gentlemen opened this theater to the public it has become one of the most popular gathering places of this section and the proprietors are to be congratulated on the success they have attained.

## C. J. McBRIDE

There is no business man in Sebastopol who is better prepared to cater to the public than Mr. C. J. McBride, the well known dealer in hardware and plumbing. For twenty-six years he was in the hardware line in the Sacramento Valley. Wherever he has been he has made a marked success. He handles all kinds of shelf and heavy hardware, stoves, ranges, tinware, cutlery, tools, etc. He is agent for the famous Nason's Pure Liquid Paints and in addition he conducts a plumbing department, carrying a full line of sanitary plumbing supplies and does high class, scientific plumbing work of all kinds. Mr. McBride gives employment to the most skilled and expert mechanics in his plumbing department, and personally supervises all the work that is done.

## F. M. MOORE

This gentleman opened his butcher shop here six months ago and in doing so entered upon his business career with the idea of giving the people the very best service in his line. Mr. Moore deals in all kinds of fresh and salt meats, including the choicest cuts of beef, mutton, pork and hams, bacon, sausage, lard, etc. His shop is equipped with a large ice box and cold storage and every facility for the proper handling of meats is afforded. The machinery necessary in the manufacture of by-products, such as lard, sausage, etc., is installed. Mr. Moore believes in selling his wares at the lowest possible prices consistent with good business judgment and hence goes on the live and let live policy. He is enterprising and industrious and is progressive in his civic relations, believing firmly in boosting for his city and section.

## WEEKS & ROBINSON

In a city the size of Sebastopol, the center of the richest agricultural district of Sonoma county, it is highly essential that there be establishments which carry a stock of goods that gives the rancher an opportunity to select tools and implements and hardware of all kinds that are essential to his work. Weeks & Robinson, two of the most progressive business men of this county, afford such an establishment. This store, for twelve years, was conducted under the firm name of Finnell Hardware Company, but eighteen months ago Mr. H. M. Weeks and Mr. T. W. Robinson purchased it. They immediately increased the stock and improved the store service in every way. The firm carries a full and complete line of hardware—both heavy and shelf—including stoves, and ranges, kitchen hardware, cutlery, tools, and, in fact, everything that is customarily found in an up-to-date



Gravenstein Apple Tree 45 Years Old on Harbine Ranch at Forestville. Produced 52 Boxes Apples, Season of 1910, 81 per cent Four Tier Apples



Gravenstein Apples in Bloom



Mission Grape Vine Fifty Years Old, Near Sebastopol

store of this character. In addition agricultural implements of all kinds, including the famous Oliver plows are handled. A plumbing department is also maintained and in it will be found a splendid stock of sanitary plumbing supplies of all kinds. The work done in this department is modern and scientific and is guaranteed to be first class and satisfactory. Six men are regularly given employment. Mr. Weeks and Mr. Robinson are business men of the progressive type, who believe in giving their patrons the best in their line. They are public spirited citizens who possess an abundance of the boost spirit.

## SEBASTOPOL BERRY GROWERS INCORPORATED

The Sebastopol Berry Growers, Incorporated, is a society of farmers banded together for the purpose of handling and marketing their crop. The second crop handled brought the best returns that the growers have ever received and at a recent meeting 100 shares, at \$10 a share, of treasury stock were sold, and ninety-two of these were taken by old members of the organization. The first crop handled was estimate as follows: Logans, 320 tons; Mammoth black, 60; raspberries, 70; Lawton black, 1300; total, 1755 tons. Of this crop 900 tons

were contracted to the canneries in the three year contracts. The pool contract was \$35.00, with a premium on proportion sold January 1st, the growers received \$37.50; \$38.20 and \$40.00 the three years. In 1910 Logan berries brought \$89.73 per ton net on Eastern shipments and \$60 and \$80 on local. Mammoth blackberries brought \$82.15 net for Eastern shipments and \$70 for local. Raspberries in the past have been sold at \$100 a ton to canneries. Last year the Association got \$175 and \$180 net for Eastern shipments and \$150 for local, while the canneries paid only \$120. The plan of organization in brief is as follows: Each grower subscribes for stock at \$15.00 per share to make a fund to do business with. He agrees to deliver all his berry crop to the Association, to market and to accept his pro rata payment. The Association agrees to sell the crop to the best advantage and to keep true accounts. There are now 140 members and it is expected to greatly increase this number this year. W. I. Newcomb is president, while J. R. Rosie is secretary and I. N. Cable is the active manager. It has been due to this board's splendid management of affairs that this wonderful success has been possible. The corporation maintains large warehouses and deals in feed, green groceries, spray materials and fertilizers, baskets, box shooks and, of course, berries, green and dried fruits. This institution has done much for this section of the county and is one of the most valuable adjuncts to the business interests of the same.

## SEBASTOPOL FURNITURE CO.

The leading furniture house in the city is that known as the Sebastopol Furniture Company. G. R. and G. A. Harrison are the progressive business men who make up this company, coming here from Healdsburg on August 1st. As dealers in furniture, carpets, linoleum, matting, beds, and bedding and making a specialty of draperies, portiers, lace curtains and couch covers, etc., these gentlemen have long been in this business and are thoroughly familiar with every detail of it. The storeroom is a large one and gives every facility for displaying the stock. Messrs Harrison have come to be looked on in the few months they have been of the business community, as substantial, progressive business men and as loyal boosters for the city and section.

## ANALY DRUG STORE

A drug store that fully measures up to the standard set today is the Analy Drug Store, Sebastopol's leading establishment of this character. J. T. Forsyth is the proprietor of this store and he stands prominent among the pharmacists of Sonoma County. A year ago in July Mr. Forsyth opened his store to the public and from the first day he has enjoyed a patronage which is a splendid testimonial to his fair methods of dealing and excellent service. The stock embraces everything in the general drug line, and particular care is taken that the patrons of this store receive only the best goods that can be obtained. Medicines, chemicals, drugs, surgical goods and everything that pertains to the line is carried in an excellent variety and assortment. Toilet articles, perfumes, etc., are made a specialty and everything in this line required can be procured here. Mr. Forsyth is a graduate pharmacist and pays particular attention to his prescription department where the prescriptions are carefully compounded of the purest and best ingredients. The success of Mr. Forsyth bespeaks him a business man of the highest type.





# Successful Business Firms of Sebastopol



## STILLINGS GROCERY COMPANY

Just a year ago in October Mr. W. Stillings opened his grocery house in this city and began catering to the trade in that line. Mr. Stillings' store is located on Main street, and is a large, neat and attractive establishment. The goods are displayed in an excellent manner. Mr. Stillings deals extensively in high grade groceries, crockery, flour and feed. He carries an exceptionally fine line of coffees, teas, and spices. He makes it a point that his groceries come well within the pure food regulations and his patrons may be assured that everything they obtain at his store is the very best and most wholesome. In addition Mr. Stillings is an extensive buyer of green and dried fruits and each season purchases large quantities. Mr. Stillings has in the months he has been in business here gained an enviable reputation and position for himself.

## HANSEN & CAYA

There could be no better evidence of the growth and prosperity of this community than is found in the heavy business done by Hansen and Caya, the realty dealers. This firm maintains elegantly appointed offices on Main street in this city and is regarded one of the most prominent and leading firms of the character in the county. It has been engaged in this line here for the past year and during those twelve months has sold many thousands of dollars worth of property. Mr. John Hansen and Mr. P. T. Caya are the men who make up this firm and they conduct a general real estate business, dealing in all kinds of property, both country and city and have on their list some of the finest ranches that are procurable in Sonoma county today. Both of these gentlemen are well known to the business interests of the county and city and they can be recommended unqualifiedly as men of integrity, excellent business judgment and as having a wide and intimate knowledge of realty values in this section of the county. They own property here, have their money invested in this section and are live, active boosters for Sebastopol and Sonoma county.

## DR. J. TALBOT

In Dr. J. Talbot, Sebastopol possesses an osteopath who stands high in his profession. He has offices in the Forsyth building equipped with all the appliances necessary to his practice, and they are elegantly furnished. Dr. Talbot is a graduate of the Los Angeles College of Osteopathy and is prepared by long special training and experience to render excellent service. His office hours are from 10 a. m. to 6 p. m. and on Sundays by appointment. He is an influential citizen of Sebastopol and the county. He has a wide circle of friends and admirers and his practice is increasing as the efficiency of his treatment becomes better known. He represents a branch of therapeutics that has made great strides in the past few years and that is now getting full recognition throughout the country. He is highly esteemed as a citizen and for his services as a physician.

## W. S. BORBA

It is exceptionally gratifying to Sebastopol people to see business men making a success who were reared in this city, and it is this that causes us to make special mention of the high class and up-to-date stationery store

conducted by Mr. W. S. Borba. It is the best stocked and most attractive establishment of this character in the city and is a credit to him and to Sebastopol. He deals extensively in stationery and stationer's supplies. Mr. Borba makes a specialty of school supplies, stationery, picture framing, artists' materials, sporting goods, musical supplies and sheet music. He also handles kodaks and supplies and pays particular attention to developing and printing for amateurs. He also carries a full line of magazines, newspapers, periodicals and books. Mr. Borba is a business man of enterprise and industry and in his civic relations he is progressive.

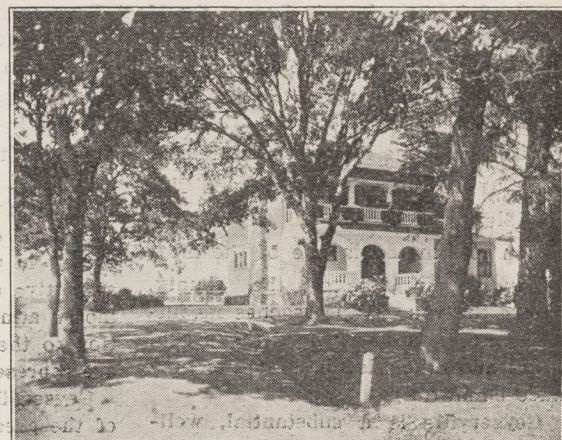
## JOSEPH NAUMANN

It falls to Mr. Joseph Naumann to conduct the only paint and wall paper house in Sebastopol and his store is well stocked with paints of all kinds, oils, glass and wall paper and here will be found the covering for the walls of any residence, whether it be a modest home or a pretentious residence. He is also agent for the Acme Quality paints. Mr. Naumann does contract painting of all kinds and during the three years he has been in business here he has made a splendid success. His work is of a very superior order and he has done some of the biggest jobs that have been let in the city. On an average he employs six painters and decorators and he personally superintends every job that he undertakes. Mr. Naumann is rapidly becoming one of the leading and influential citizens of Sebastopol.

## ALTA CANDY FACTORY

Seven years ago Mr. J. W. Rule established his candy factory in Sebastopol and it is a most attractive establishment. The fixtures are excellent, representing the very best in the cabinet makers' art, while the general furnishings and the display of goods is exceptionally fine. The ice cream parlor is furnished according to the most approved manner and ice cream, sherberts, and delicious confections are made at this place. Mr. Rule makes all of his own candies and also all of his own ice creams, sherberts and ices. During the summer months he has a splendid trade in this line. Since entering business here Mr. Rule has taken a keen interest in the affairs of the city and especially those which affected the general interests of the community. He is one of the progressive business men.

## A Fine Sonoma County Home



## GRATON

SCHELL & COMPANY, GENERAL MERCHANTS

Graton's largest and finest store is that conducted under the firm name of Schell & Company. This firm, which is composed of A. L. Schell and Clair C. Barnes, has been in business here for the past two years and during that time has enjoyed the greater part of the patronage. Three separate departments are maintained, one for hardware and implements, another for

the feed and hay and still another for the groceries, dry goods and furnishings. This store occupies a large building and in addition has a warehouse for the feed and a barn for the hay. The lines carried are dry goods, notions, hardware, implements, paints, oils, glass, hay, grain, feed, stock and poultry fence and supplies, and staple and fancy groceries.

## IRRIGATION UNKNOWN

Many persons in the East have the erroneous idea that because irrigation is absolutely necessary in some sections of California, that the same condition exists throughout the state. During its history of sixty years Sonoma county has never had an irrigating ditch and such a thing it unheard of and utterly useless.

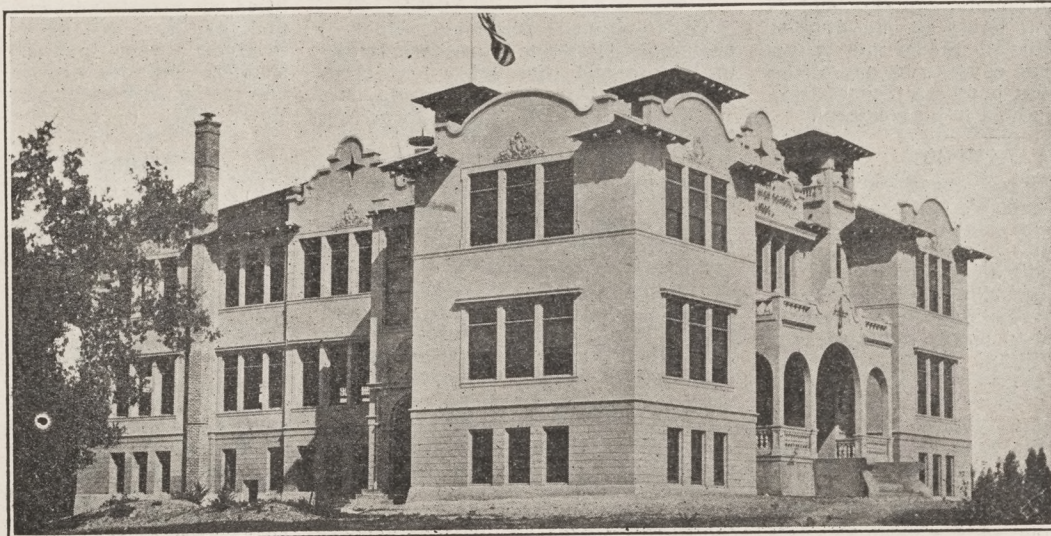
No crop failure is recorded in the history of this section. People do not purchase water right in Sonoma county and have the land given them as is the case in some sections. The first purchase of land is all that is required, and there is not additional money going into the coffers of the promoters of irrigation projects.

No record of a drought exists in this county, and men who have resided here continuously for a period of fifty years attest the fact that harvests and crops have always been abundant. Suf-

ficient moisture is always provided for the requirements of the county in maturing its varied crops, and the warm sunshine that pours rays perennially on the soil puts into the fruit the sweetness that is desired in each.

The lowest record of rainfall was eighteen inches and even in that year the crops are reported as abundant as in seasons when thirty inches of rain fell. From the Sonoma coast come the moisture laden breezes which supply, during the dry season, any lack, if there should be any.

Thus it is seen that Sonoma county offers the farmer advantages that are not obtainable in the irrigated districts. The malaria which prevails in those sections is unknown here, and the cost of land is no higher, with the added advantage of having no yearly rentals to pay for water, assessments for digging ditches, etc.



New High School, Sebastopol



## Geyserville, in a Great Grape Section, Growing Rapidly

Splendid Little City is One of the Most Prosperous and Thriving in Entire County, and Supported by Fertile and Productive Region Gives a Splendid Promise of Future Prosperity

Located on the Northwestern Pacific Railway, between Healdsburg and Cloverdale is the town of Geyserville, which is situated in one of the most productive regions of the county, where the wine grape reaches its fullest perfection and where the peach, pears and other deciduous fruits produce bountifully.

Geyserville is a substantial, well-built and modern town which offers every advantage that the people of that section require. The business section contains splendid and substantial buildings of brick, stone and concrete and the mercantile establishments which line the main street show clearly that the business men are industrious and enterprising.

Geyserville possesses all the educational facilities that are required for the young of that section. A grammar school is maintained which has a good average attendance. From the surrounding section, where reside

many of the most prosperous and prominent farmers of the county come the pupils to this school.

Several denominations are represented in Geyserville and worship in attractive and well-built edifices. The moral atmosphere is good. In addition to the churches fraternal orders are represented.

Geyserville is in the center of one of the greatest wine grape producing sections of the world. Not far distant are the famous vineyards of the Italian-Swiss Colony, and the wine products of this county have become famous throughout the world.

Geyserville in the summer months is a bustling place, as there are located within easy access of it some of the famous resorts of the state.

With a rich agricultural country surrounding it, with an enterprising and progressive citizenry, Geyserville has a splendid future and will doubtless become one of the leading cities of the county.

### GEYSERVILLE HOTEL

It will be gratifying to the people of Santa Rosa to know that Mr. W. A. Ford, formerly a prominent restaurant man of this city, is making a splendid success in the hotel business at Geyserville. He conducts the Geyserville Hotel, the leading house of the town. The hotel contains twelve large, well-kept rooms and the dining room service is excellent. In connection is conducted a first class bar where the best of wet goods are served. The rates are \$1.50 and \$2.00 per day and a special rate is made by the week or month. The proprietor is a genial courteous gentleman who exerts himself for his guests' comfort.

### PETER THUL

The leading representative of the sanitary plumber in Geyserville is Mr. Peter Thul, who more than seven years ago came here from San Francisco. He is a practical and scientific plumber and does his work well. He guarantees all his work and does sheet metal, windmill and tank work of all kinds. He carries a good stock of general plumbing supplies and is in a position to equip any building or residence with all the plumbing required. He has come to be one of the most prominent business men of Geyserville and is held in high esteem.

### A. LAMPSON

Mr. A. Lampson, together with his sons, W. E. and W. Lampson, is one of the most prominent business men of Geyserville. He conducts a general blacksmith shop, a garage, a plumbing establishment and a hardware store. His blacksmith shop is well equipped to do all kinds of general blacksmithing. His garage is the most up-to-date as well as being the pioneer one of the town. He carries a good stock of heavy and shelf hardware in his store and the highest class of sanitary plumbing is done in that department of the business. Mr. Lampson has attained excellent success and is one of the most successful, substantial citizens of this county.

### GEYSERVILLE ROCHDALE CO.

The largest, best known and best patronized mercantile house in Geyserville is the Geyserville Rochdale Company which was incorporated in 1902. More than seventy person in Geyserville and that territory are stockholders in this company. The officers are J. P. Whitton, president; J. W. Cottle, secretary; and these gentlemen with M. Vanoni, W. V. Griffith, J. D. Bosch, J. E. Metzger and M. N. Bolser are the directors. This is a general merchandise establishment in the fullest sense of the term, handling groceries, provisions, feed, hardware, dry goods, harness, glassware, crockery, notions and country produce. It is the policy of the company to sell the very highest grade of goods at the lowest possible prices. George N. Bosworth is the manager of this company and it has been due to his splendid business qualities that the present patronage is enjoyed. This gentleman in addition conducts an undertaking establishment and was recently appointed postmaster.

### GEYSERVILLE PHARMACY

The Geyserville Pharmacy, which is conducted by Sohler Brothers, is an un-to-date and thoroughly first class establishment in every respect. Mr. W. A. and Dr. F. E. Sohler form this firm and both are experienced druggists. They carry a full line of drugs, medicines, chemicals, and toilet articles as well as kodaks and supplies. They pay especial attention to their prescription department and all prescriptions are compounded of the purest ingredients. The store is well furnished the fixtures all being good and of the latest design. Messrs Sohler have attained a leading position among the business men of Geyserville.

### FREEMAN HOTEL

In the Freeman Hotel Geyserville possesses a house that fully measures up to the highest standard and that is giving the local patronage and the commercial trade the best of accommodations. Mr. G. G. Freeman is the

## Modern Windsor Resembles but Little the Old Stage Town

Progressiveness of Business Men and Enterprise of Citizenry is Making This One of the Best Towns in the County—It is Set in Territory That is Rich in Resources and Opportunities

The town of Windsor has been known from the early pioneer days and there are living in the county today men who recall the time when it was one of the most important points on the old stage road from Mendocino county to San Francisco. But with the coming of the Northwestern Pacific Railway, the town was moved three quarters of a mile away and the Windsor of today is a prosperous and thriving community.

It is located nine miles north of Santa Rosa, the county seat. It has excellent transportation facilities for its varied products and is the trading center for a rich and varied section. Surrounding Windsor are some of the largest vineyards in the county, while this section is noted for its fine fruit. It is also a splendid stock country. Judged from all standpoints it is one of the most productive regions of Sonoma County.

Located as it is, then, in such a region, it is little wonder that it is one of the most prosperous communities

in the county and is enjoying an era of splendid prosperity.

The business men of this town are among the most progressive and enterprising in the county and are doing their full share to make this section a better place in which to live. The stores and business houses are located in excellent buildings, several of brick and stone. They make a most attractive appearance and impress the visitor favorably.

Windsor possesses excellent schools, the facilities afforded being the equal of any in the county. Churches are to be found here and one can find the denomination of his choice and worship according to his conscience.

There are located at Windsor, wineries, packing houses, etc., which in season give employment to scores of persons. Windsor is looking to the future with confidence born of absolute faith in the resources of the section and it gives promise of soon becoming one of the most progressive communities in the entire county.

proprietor of this house and he has made a marked success since he opened business here three years ago. He was formerly in the hotel and saloon business in Davisville, having conducted the Lillard House. He was for nine years with the Napa Consolidated Quicksilver Mining Company. The hotel has sixteen comfortable rooms, which are kept scrupulously neat and clean. The dining room serves an excellent meal. The rates are \$1.50 and \$2.00 per day. Mr. Freeman is one of Geyserville's most prominent citizens and business men.

### A. C. COOPER

Located across from the depot at Geyserville is one of the most popular saloons in Sonoma county. Mr. A. C. Cooper, the proprietor, came here from Mendocino county and opened his resort last July. It is his purpose always to serve his patrons with the best of wines, liquors and cigars and to treat them in the most courteous manner. It is this that has had much to do with the splendid trade he has already built up. His saloon is a well fitted out resort and has a comfortable and inviting appearance. He carries in stock a good line of cigars and smokers' supplies. He is regarded as one of the successful business men of Geyserville.

### JOHN STONE

For many years John Stone, Geyserville's leading real estate dealer, was one of the prominent ranchers of the county. He is especially well fitted to handle property of all kinds and to give valuable information concerning realty values in his section. He conducts a general real estate business, dealing in all kinds of country and town property and buying and selling outright. He has turned some big deals since opening his office here, of advantage to himself and those who purchased. He is a business man of the highest type and those at a distance who communicate with him may be assured of receiving authentic information from him.



### PHILPOTT & McCracken CO.

In the near future the Windsor Plumbing Shop, which has been doing business here for the past three years, will be conducted under the name of the Philpott & McCracken Company, and the energies of the proprietors will be expended in manufacturing the Champion Acetylene Gas Generator. Mr. Jeff F. Philpott is the patentee of this machine. The Champion Generator possesses distinctive qualities that make it especially worthy of notice. The patent was se-



## Live Business Men of Windsor

cured on the carbide feed and the inside gas seal which prevents the waste of gas and which makes this machine much superior to others on the market. A large number of them have been sold since they were put on the market in 1908, and it is the intention of the Philpott & McCracken Company in the very near future to advertise the machines extensively. In addition to manufacturing the Champion Acetylene Gas Generator, this firm conducts a general plumbing business, paying particular attention to windmill and tank work. They are agents for the famous Aermotor gasoline pump and the Stover Gasoline engine.

### F. J. POOL

One of the leading mercantile establishments in Windsor and one of the best stocked and most attractive in the county is that conducted by Mr. F. J. Pool. This store is in the I. O. O. F. building and possesses every facility and convenience known to modern store practice. This gentleman has been engaged in this business for fifteen years, is a native of Windsor and has spent his life in that section of the county. On an average he employs three persons to assist in caring for the extensive trade that is accorded him. Mr. Pool carries a

ward boasting Sonoma county and especially that section in which he is engaged in business.

### LEHN BROTHERS

The leading general merchandise house of Windsor is that conducted by Lehn Brothers, and for the past seven years these gentlemen have been engaged in business. During the entire time they have held the most extensive trade in that section and their business is growing constantly. Mr. Louis Lehn and Mr. William Lehn form this firm and they are both progressive, enterprising business men. Two clerks are employed on an average and a delivery service is maintained. This is a general merchandise store in the fullest sense of the term, and everything from dry goods to hardware is handled. The lines carried are groceries, dry goods, furnishing goods, hardware, paints, oils, varnishes, feed stuffs, and provisions. Lehn Brothers will order any kind of agricultural implement or vehicle from the factory and they are in a position to furnish the rancher everything he requires in this line. Messrs. Lehn are ranked among the leading business men of Sonoma county and are doing their full share toward the development and upbuilding of it.



Petrified Fallen Giant

heavy stock of general merchandise, including dry goods, clothing, groceries, provisions, hardware, etc. In fact this is a store where can be obtained everything that is required to eat, use or wear and the people of the Windsor section are fortunate in possessing such a high class establishment.

### J. D. DARBY

The finest and most popular saloon in Windsor, and one of the best known houses of call in the county, is that conducted by Mr. J. B. Darby. The saloon is well fitted out and furnished and presents a most attractive appearance. A gentleman of the most pleasing personality, Mr. Darby is well fitted to conduct the business he has chosen. He handles the very best of wet goods, making a specialty of Capital, O. K. and O. P. S. whiskies, and domestic and imported wines and liquors. He handles Grace Brothers and Healdsburg beers as well as the most popular Eastern brews. The service he renders his patrons is satisfactory in every way. Mr. Darby's house is growing in popularity every day, due to his splendid business qualities and his progressiveness. As a citizen he is doing his full part to-

### L. W. LEHMKUHL

Mr. L. W. Lehmkuhl is the proprietor of Windsor's only blacksmith shop and he has for several years been doing the work of the section. Mr. Lehmkuhl makes a specialty of horse-shoeing and in addition does all kinds of carriage and wagon work. His shop is equipped with all the tools and machinery that is required satisfactorily to do his work and he takes particular pains that no job leaves it that is not up to the highest standard and that can not be guaranteed. He has made a careful study of horse-shoeing and the care of the horse's feet and he can set shoes to correct any defect in gait. Mr. Lehmkuhl is one of the progressive, substantial business men in Windsor and is always working with those who are endeavoring to upbuild and develop that rich and fertile section of the county.

### PETER BUSSO

The only hotel in Windsor is conducted by Mr. Peter Busso. It is conducted on the American plan. In connection is a first class, up-to-date saloon where the best of wet goods are handled. Mr. Busso is a good business man who stands high in his community and the county.

## Sonoma County Leads the World

### IN THE POULTRY INDUSTRY

Famous Santa Rosa Valley is Dotted with White Buildings That Bespeak That the Great American Hen Is Producing Wealth Untold for the Prosperous and Contented People Who Have Cast Lots Here

(By A. W. Scott)

Sonoma County is famous throughout the world as the greatest of all poultry centers. The climate and soil of this section of California are peculiarly adapted to the successful producing of eggs for the market at all seasons of the year. It is never so hot as to spoil the eggs, or so cold to entirely stop production. The occasional cooling fogs from the ocean during the summer and the comparative mild falls gives the climatic conditions which are necessary for the poultry ranch, and consequently, with an outlook of an unlimited market, this great industry represents increasing wealth year after year.

Petaluma is really the oldest town to have made so much of the poultry industry, but Santa Rosa is only sixteen miles distant and enjoys the same conditions. We have found within the last few years the march of progress has been so great that we are looking forward to the time when the production of eggs from Santa Rosa and vicinity will rival that of our neighboring city.

Book after book has been written on the successful raising of chickens, our weekly and monthly periodicals advertise the various methods and systems, but the greatest school of instruction is that of experience and the safest location is that in which others have been successful.

A person starting in the poultry industry in this section is assured of all conditions that tend to success, but it's the personality in the enterprise, the perseverance and good common sense that are the main factors upon which hinge the ultimate results. Poultry ranching means constant work and application, but here in Santa Rosa, such spell success.

The White Leghorn is the breed that is stocked on most all the ranches around our city. The Leghorn is known as the great commercial hen. The cost of maintenance of these birds is less than any other breed and the production of eggs is greater, and as the eggs from these birds are perfectly white, they command the highest price on the market. The cities of

California, Nevada, Oregon and Alaska, to where most of our eggs are shipped, will pay a higher price for our white eggs than any other stock. The reason is that most of the eggs that are shipped in from the East are brown and not as carefully graded and packed as our Sonoma County eggs, so ours sell at a greater price on their reputation for freshness and quality.

While the production of eggs is the principal income from the chicken ranches, the raising of fryers and broilers and the selling off of the old birds helps to swell the general income, and an energetic rancher who puts in his own incubators can make good money during hatching season by hatching for his neighbors. At this time of the year every incubator in this vicinity is crowded to its fullest capacity and there seems no limit to the demand for young chickens.

The returns for eggs sold through Santa Rosa during 1909 amounted to \$388,353.90 and was for 1,436,160 dozen, and while the figures have not yet been compiled for 1910, there is no doubt but that they will show an increase of fully twenty per cent and by the way 1911 has opened there will be even a greater increase this present year. There is no industry on a more staple basis than that of poultry and the prices paid in Santa Rosa are said to be the highest in California. The present selling contract, which many of the ranchers are working under, through the Sonoma County Co-operative Poultry Association, entered into with the Sonoma County Fruit and Produce Company, a local corporation, guarantees a minimum price of twenty cents per dozen for eggs during the flush season of production and with higher prices based on the daily market. This contract, running for five years, is in itself an asset for a person taking up a chicken ranch. The minimum price in the contract for a period of years is that which has helped fill the incubators for the past few seasons and as a result we find the great growth of the poultry industry. This field for the buying of eggs besides the Sonoma County Fruit and Produce Company, also attracts such houses as Swift & Company, Western Meat Company, Armour & Company and J. J. Fitzgerald.



# Penngrove

IS A GREAT EGG  
AND POULTRY  
SHIPPING  
POINT

Section Surrounding the Town Produces More Eggs Than Any Territory of  
Equal Size in the Entire Country! ♦ Land Adjacent  
Is Rich and Produces Abundantly

Penngrove marks one of the most fertile spots in Sonoma County. Situated on the line of the Northwestern Pacific Railway a few miles from the county seat it is growing rapidly and gives promise of being one of the most prosperous sections of the entire county. It is a shipping point for the rich Cotati Rancho which was cut up and sold to homeseekers, and the entire ranch, one of the largest in the county, is now held by ranchers with small acreage who devote their attention chiefly to poultry.

Penngrove bears the reputation of producing more eggs than any section of the entire county to its size. There is no section surrounding Petaluma of equal size that produces more eggs

than this community. But it is not alone the poultry and egg industry that makes Penngrove a progressive community, for the land surrounding it is rich and fertile and produces abundantly as does all the land of Sonoma County.

The merchants and business men of this town are progressive wideawake and public spirited. The stores occupy commodious and substantial houses and fully meet the requirements made upon them. They carry stocks that are ample for all needs and it is unnecessary for anyone to seek outside of Penngrove to purchase goods.

The school facilities are excellent and a church furnishes a house of worship.

In fact Penngrove is a modern, up-to-date town which has a bright future.

## PENNGROVE HATCHERY

For the past six years Mr. E. W. Spring has been engaged in the egg hatching business in Penngrove, and is enjoying an excellent business. He has orders on hand at the present time for 20,000. Mr. Spring uses an incubator of his own design, which has proven successful and he has sold several of them throughout the county. His plant has a capacity of 15,000 eggs. He has the 704 egg machine and has a brooder of his own manufacture. Mr. Spring has been in the poultry business for twelve years, but has been in his present business but six years. He is regarded as an authority on poultry and has made a splendid reputation in his present undertaking.

## H. SCHIECK

Penngrove possesses two of the most accomplished musicians in the county in Mr. Herman Schieck and Mrs. Schieck. Mrs. Schieck teaches the piano and for twelve years has been organist for the San Francisco Chapter of Eastern Star and the California Chapter of Eastern Star. Mr. Schieck gives lessons on the violin and cornet, and is the cornetist in the Santa Rosa Band. These musicians furnish music for all occasions. Mr. Schieck was born in Glen Ellen and now owns a ranch and winery at that place. He is engaged in the wholesale and retail wine and liquor business at Penngrove. Both Mr. and Mrs. Schieck have many friends throughout the county.

## PENNGROVE HOTEL

The only hotel in Penngrove is that conducted by Mr. J. Lopus, who has been in business there about seven months. This is a really first class house, with all the conveniences that could be offered. There are eleven large rooms that are comfortable and well kept. The dining room gives service that does much to enhance the popularity of the house. Mr. Lopus also conducts a bar, which is one of the best fitted out and most popular in the town, and he serves only the best of wet goods. Mr. Lopus is a substantial, successful business man and is held in high esteem in that prosperous section of the county.

## OAK CREST POULTRY FARM

### A. B. Cartwright

That the Penngrove country is a factor to be reckoned with in the poultry industry is clearly shown by the business Mr. A. B. Cartwright has built up. He purchases eggs from the farmers and is shipping to Los Angeles. Last year he shipped to Alaska and sent one shipment of 6000 cases to Los Angeles. He averages seventy cases each day. His establishment is located in the basement of the Evert Mercantile Company, and is equipped for the packing and preparing for shipment. Mr. Cartwright owns the Oak Crest Poultry Farm, one of the model places of the county. He pays the highest prices for eggs and has done much to encourage the industry by affording an excellent local market.

### C. W. RONSHEIMER

It is especially gratifying to the people of Penngrove to know that they possess a mercantile establishment that fully meets all their wants. Such a store is that conducted by C. W. Ronsheimer. He purchased his brother's interest in the hardware, feed and poultry business last spring and last fall he acquired the grocery business from C. E. Harris. He handles general merchandise, including staple and fancy groceries and hardware. A specialty is made of poultry supplies and feed. Mr. Ronsheimer purchases poultry from the ranchers paying the highest market prices. The postoffice is located in this store and adds to its popularity.

### J. L. PURDY

Directly across from the depot at Penngrove is one of the coziest and most comfortable saloons in the entire county. Mr. J. L. Purdy conducts it and he exerts every effort to please his customers. Prior to engaging in business there he was in various parts of the state, always meeting with success. He carries the best goods it is possible to obtain, including Grace Brothers and Enterprise beer and Guggenheim whiskey. The resort is a generally attractive one and is enjoying splendid business. Mr. Purdy is one of the leading business men of Penngrove.

## EVART PRODUCE CO.

### EVART MERCANTILE CO.

Mr. William Evert, the head of the Evert Produce and the Evert Mercantile Company, should be mentioned among the really successful business men of that section. He has been in business there eight years, and prior to that time was one of the leading ranchers of the county. The Evert Mercantile Company deals in hardware, groceries and provisions, paints and oils, while the Evert Produce Company deals in hay and grain, feed, poultry supplies, and conducts a general market. W. P. Evert is associated with his father in the Evert Mercantile Company, and F. R. Evert in the

Evert Produce Company. The stores are large and heavily stocked and cater to the people in a most satisfactory manner.

## FRANK BORBA

In the blacksmith line, as in others, Penngrove is well represented. Frank Borba conducts a first class shop and is doing really superior work in this line. He does a general blacksmith business, making a specialty of horseshoeing, which he does with skill and thoroughness. His shop is located on the main road and is equipped with all power machinery required in his business. He guarantees everything he does to be entirely satisfactory.

# COTATI GIVES EXCELLENT PROMISE OF SPLENDID GROWTH

Wonderfully Fertile Section Surrounds the Modern Town, and the Lands  
Adjacent Produce Bumper Crops ♦ Cotati Possesses All  
Advantages of a Progressive Community

A few miles south of Santa Rosa on the Northwestern Pacific Railway is located the town of Cotati, the trading center for one of the richest sections of the entire county.

Cotati is right in the center of one of the best poultry regions in the county and the stores in the town handle large numbers of cases yearly, shipping to San Francisco and other points.

All of the mercantile establishments are up-to-date and the business men are progressive and modern in their

methods, and believe in boosting for their town and section and in doing everything possible to upbuild it.

Cotati possesses good schools and churches and every facility of a modern community is afforded.

The community is now growing very rapidly, and owing to the splendid country which surrounds it has a very bright future. It is not only the poultry industry that keeps up the town, as the land is fertile and productive and the crops gathered there are the equal of those in other sections.

## ROBERT C. ROSS

The largest, most heavily stocked and easily the best patronized mercantile establishment in Cotati is that conducted by Mr. Robert C. Ross. This is a general store and carries groceries, provisions hardware, feed and poultry supplies. Mr. Ross carries the heaviest stock in the community in all these lines, his line of poultry supplies being exceptionally heavy and complete. On an average six persons are employed. Mr. Ross is also the heaviest purchaser of eggs in this section and pays the prevailing market prices for all the ranchers will bring him. Mr. Ross is postmaster of Cotati and the postoffice is located in his store.

## JOHN PARKS

Seventeen years is a long time for any man to conduct a business in one locality, however, this is the record of Mr. John Parks, who conducts an up-to-date general merchandise establishment and saloon at Cotati. Prior to entering business in that section, he was engaged in the hardware line in San Francisco. Mr. Parks carries a good stock of groceries, hardware and provisions and enjoys a heavy patronage from Cotati and the adjacent country. His saloon is an attractive one,

and a full stock of wines and liquors is carried, including Grace Brothers and other popular brews of beers, the best of barrel and case whiskies, and the choicest wines and liquors. All who enter, either his store or saloon, are courteously and cordially received and their every want is attended to in a most satisfactory manner.

## FRED C. KEPPEL

No spreading chestnut tree spreads its lordly shadows over Fred C. Keppel's blacksmith shop at Cotati. Fred never had time to plant one. There is nothing in the horseshoeing, whether pacer, racer or roadster, that he cannot master. He builds heavy wagons, spring wagons, makes old ones new—and mends new ones. He makes and repairs harrows, plows and every conceivable article of outside furniture in the agricultural line. He paints wagons, buggies, carts; he mends and repairs pumps, gasoline engines, water tanks, etc. And now, at this writing, he is manufacturing twenty of the celebrated "Kirch" farm gates for Charlie Snyder, and markets them in Mendocino, Napa and Marin counties. Fred Keppel is a very valuable asset to Cotati, and has a modern, up-to-date machinery, which very materially assists him in being able to turn out so much business.







# THE ITALIAN-SWISS COLONY



Charles Jadeau,  
French Expert, and His  
Assistants at Asti,  
Disgorging,  
Filling,  
Corking,  
and Wiring.



One of California's most valuable assets is its viticultural industry, which today represents an investment of over \$100,000,000, from which an annual revenue of over \$25,000,000 is obtained. More than 275,000 acres are devoted to grape growing, over half of which are confined to wine grapes. During the last ten years it is estimated that the manufacture of California wines has almost doubled. In 1900 the output was about 25,000,000 gallons, of which about 15,000,000 was dry wines and 10,000,000 sweet wines. The yield in 1909 was nearly 45,000,000 gallons. The production of sweet wines was the greatest in the history of the industry, namely, 17,983,465 gallons, while the dry wine output totaled about 27,000,000 gallons.

Sonoma county enjoys the distinction of being the greatest dry wine section of the state. Over 20,000 acres are covered with vineyards, 95 per cent of which are in full bearing. The annual production, under favorable conditions during the past four or five years, has been about 12,500,000 gallons of wine. There are about 150 wineries and distilleries in the county, and the vineland, plants and wine in storage represent an investment of at least \$10,000,000.

The Sonoma Valley from Santa Rosa to Sonoma, and the Russian River Valley from Petaluma to Cloverdale, are almost one continuous stretch of thriving vineyards. At Asti is located the famous Italian-Swiss Colony. It has the largest dry wine vineyard in America—1750 acres—and produces one-sixth of all the dry wine of the State. These fertile acres were, when the colony was founded in 1881, only a sheep pasture worth but a few dollars per acre. But learned experts, after inspecting all sections of the State, decided Sonoma county possessed the true soil for the cultivation of the grape. So the uninviting valley and foothill land was bought and the growth of madrone, oak and underbrush that covered it was grubbed and cleared.

That was thirty years ago. Today a smiling landscape of vine and villa, picturesque colonists' quarters and rose-covered wineries greet the eyes of the tourist and visitor, who in the summer months find the green carpet of vines a welcome sight after passing through weary stretches of parched valleys and brown hills.

Asti, by the way, is known the world over for its great wine cistern, which is virtually a huge subterranean lake

of wine, carved from the solid rock and lined with a two-foot coat of Portland cement, with a glazed surface. This mighty cistern, which contains enough of the ruby vintage for a whole nation to toast its heroes, is just ten times as large as the great tun in Heidelberg, which has become famous in song and poetry. It is eighty-four feet long, thirty-four feet wide and twenty-five feet high. Its capacity is 500,000 gallons. Giving each person a quart, it would supply 2,000,000 persons at a dinner. A glass each could be given to 16,000,000 people.

But the Italian-Swiss Colony's vineyards and wineries are by no means confined to Sonoma county. Two of their sweet wine vineyards cover 3000 acres, one at Madera, having 1600 acres and another at Nemoore, covering 4750 acres. In all they have a total of 4750 acres of grapes in bearing, making them the largest vineyardists, not only in the United States, but in the world.

The extensive machinery of their eight wineries is of the most modern type and their facilities for storing and aging the finest wines are unequaled. The reputation of their choice dry, sweet, and sparkling wines for purity and quality is largely due to the care with which all grades are

made, treated and handled. Only the most competent men are employed and overlooking everything is P. C. Rossi, president of the Italian-Swiss Colony, who is a graduate of the University of Turin, and well versed in the technical and practical part of wine-making.

While the Colony's excellent dry and sweet wines have received the highest awards and medals at home and abroad, their Tipo (red or white) is the wine which has made the Italian-Swiss Colony famous for choice table wines throughout the world. It is light, delicate, delicious, and on account of its purity and quality is recommended by prominent physicians everywhere.

Encouraged by the changing attitude of the American people toward native wines and favorable protective tariff passed by Congress, the Italian-Swiss Colony has now entered the champagne field and is producing sparkling wines on a large scale. Their Asti special sec. (white) and their Asti Rouge (sparkling burgundy) are naturally fermented in the bottle and must not be classed with the carbonated wines. The champagne plant at Asti is under the direction of M. Charles Jadeau, who for the past twenty-five years has been in charge of one of the largest and most successful champagne establishments in France.



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